

Southern **BUILDING SUPPLIES**

JULY, 1955

SERVING DEALERS



AND WHOLESALERS

OUR BILL OF GOODS

**How Safe Is Your Vault
When Burglars Strike?**

Be Sure Fan Size Is Right

Gives Dealers Fast Service

Sell 'Em Dry Concrete Mix

Split-Level House Plan

YOU AND THE LAW

Contents on page 3

11,800 Copies This Month



Customer Sees Choices in New Store — page 42

Homebuilding Service Controls Sales — page 39



PARADE OF NEW PRODUCTS — pages 54-64

*10 reasons why
you get more
Do-It-Yourself
dollars with*

BURNS

**LIVE WIRE
TENSION**

ALUMINUM SCREENS

Here are some mighty important reasons why more and more "Do-It-Yourself" customers are buying BURNS Aluminum Tension Screens. "Live Wire" Tension . . . an active, lively, springy tension that locks tight and stays tight and patented BURNS

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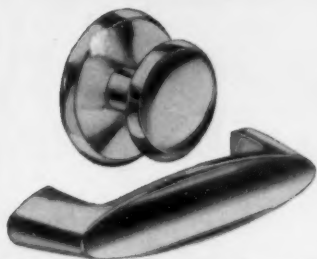
catch are outstanding features that sell BURNS Screens first and keep them sold. Bigger savings for customers and bigger profits for dealers keep BURNS Screens moving fast in a fast-growing "Do-It-Yourself" market.

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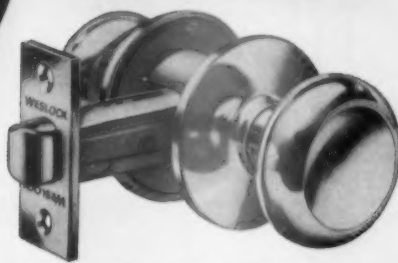


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COMPANY
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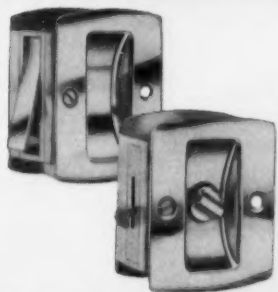
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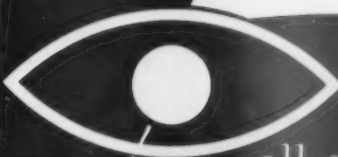


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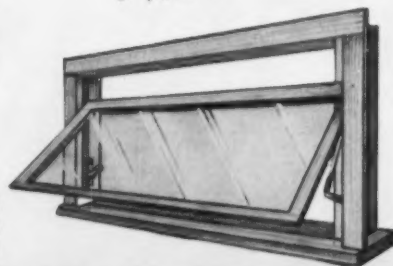
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Southern BUILDING SUPPLIES

JULY, 1955

VOL. X No. 7

806 Peachtree St., N.E., Atlanta 5, Ga.

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Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Frank Moore, Newport, Ky.

Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. EM 5609. President: Charles W. Peek, Jr., Cedartown, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-5541. President: J. A. Kendall, Florence, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: D. C. Dawkins, Jr., Jacksonville, Fla.

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Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: W. C. Hale, Hickman.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Ivan M. Foley, New Orleans, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. 2-1194. President: W. H. Curry, Waco, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377. President: Hugh M. Peter, Pleasantville, N. J.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: P. V. Graves, Batesville, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Watson Malone III, Philadelphia, Pa.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Alfred L. Leonhardt, Oklahoma City, Okla.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: C. M. McAllister, Garden City, Kan.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Abner U. Taylor, Jackson, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: E. R. Woolridge, Roanoke, Va.

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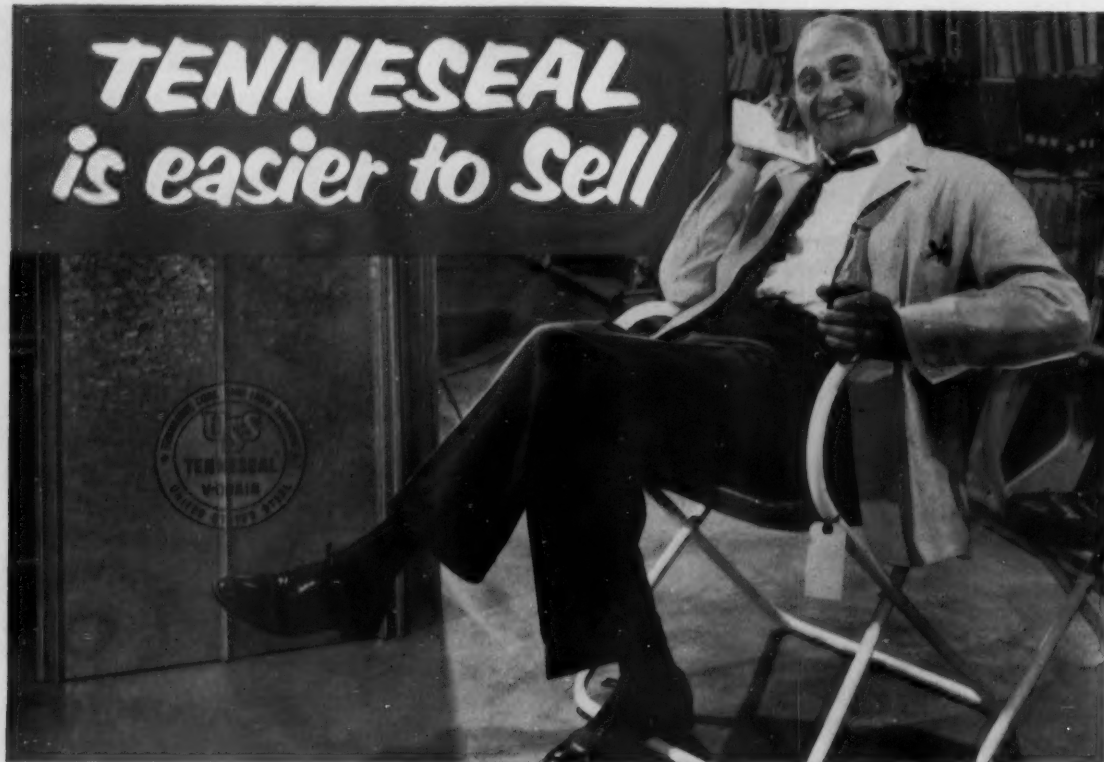
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It gives unrivaled protection . . .

Tennesseal covers the roof with a leak-proof blanket of steel. Extra protection is given by the specially designed V-drain, actually built right into the underlap, to carry away water blown or drawn into the side joints. A pressure lip and three cross crimps at the bottom of each sheet guarantee closest possible contact in the overlap end joints.

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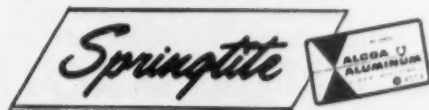


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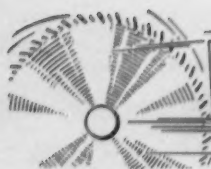


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RANDOM LENGTHS

Comment on Industry News and Trends

UNDERMINING LABOR UNION desires to needle our economy by hypodermics of "purchasing power," the National Assn. of Manufacturers, 2 East 48th Street, New York 17, N. Y., has published a booklet entitled "So People May Prosper." This presents to the public a program for national prosperity based on full production and increased productivity, rather than guaranteed annual wages. The booklet points out that investment spending—not artificial purchasing power—is the key to growth and more jobs for the fast-growing population. This kind of spending has both an immediate impact and a long-run stimulating effect on employment and good wages.

IT'S TYPICAL OF SMART BUSINESS MEN to scrutinize their overhead expenditures periodically—and then to take the attitude that wasteful government spending is beyond their ability to remedy. Past recent experience, however, shows that something can be done to increase government efficiency. The Hoover Commission which functioned in the early postwar years studied the reorganization of government departments and offered 175 recommendations for increased efficiency and economies. Of these, some three-fourths were adopted and have resulted in substantial savings.

Now, a new Hoover Commission has been studying possible economies. The personnel on the 13 task forces included some 200 experienced business and industrial executives—men who have been outstandingly successful in establishing efficiency in their own organizations.

The Commission task forces found that the possibilities for savings, without impairing government functions, are enormous. These are typical of possible savings: The Defense Department could save \$2 billion a year through better inventory control and more efficient buying; economy in handling paper work of government could save another \$1 billion; improvement in civilian employee administration, reducing the 25 per cent annual turnover, together with some reduction in numbers, could save \$1 billion without hardship.

But already opposition has developed on the part of bureaucrats to many of the recommendations. Congress has done little about these recommendations, mainly because it has received few expressions of favorable public opinion, urging it to act on the possible economies.

The responsibility for getting these economies adopted rests with every taxpayer—with you and your employees. You have a compelling reason to write your Senators and Congressmen in Washington to say that you want action taken on the

Hoover report as soon as possible. Even if they come home in August, before these measures have come up for vote, write your three representatives in the Federal government now so that they can think about it between sessions.

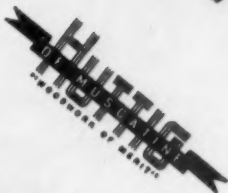
Your nine-cent investment today in three letters will pay handsome dividends in future years!

BASING ITS PREDICTION on the thriving construction industry, the Chamber of Commerce of the United States stated in its quarterly report on business outlook that the current business boom should continue well into 1956. The steady increase in the money supply; general recovery of Europe, Latin America, and Asia, and the "virtually full" employment in this country are contributing factors.

Among the very few soft spots in the economy are the possibility of a continued slight drop in farm income and indications of labor unrest. The Chamber cited these factors as favorable to continued high construction activity and flourishing economy: (1) easy credit, (2) enormous population shifts from farm to city and to milder climates, (3) growth of the middle class—families with incomes over \$4,000 have increased by 70 per cent since 1947, and (4) tremendous interest in new designs and layouts for homes.

SOUTHERN PINE LUMBER MANUFACTURERS have asked Congress to conduct an exhaustive study to determine how many firms and workers would be put out of business and jobs if the present 75-cent minimum wage is hiked to 90 cents or \$1. Tom DeWeese, of the A. DeWeese Lumber Company in Philadelphia, Miss., told the House Labor Committee that such a \$1 minimum will make it impossible for the vast majority of Southern sawmills to absorb an increase in the wage floor. Representing 23,000 Southern pine producers, DeWeese explained that last year 26 per cent of these producers operated at a loss.

FIGHTING THIS WAGE INCREASE for the Western pine market, George J. Tichy, manager of the Timber Products Manufacturers Assn. and representative for the Western Pine Assn., told Congress that the hiked minimum wage would especially be disastrous to persons whose incomes are fixed—the widowed, aged, disabled, retired, or pensioned. The consumer ultimately will pay the bill for higher wages and a new "inflationary spiral." Tichy said employers often are discouraged from launching "novel programs of employee remuneration . . . because of fear and ignorance of the complexity of the law."



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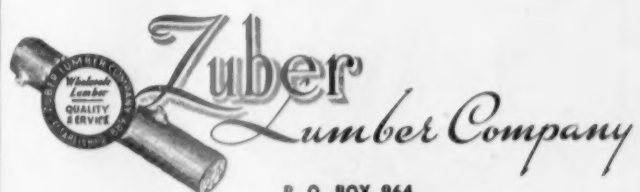


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8. POSITIVE-SEAL GLASS
Vinyl weatherstrip edged louvers (Pat. Pend.)
9. SMOOTH OPERATORS
Crank or T-type optional

WRITE TODAY FOR FULL DEALER INFORMATION
621 S.W. 2nd Ave., Ft. Lauderdale, Florida

Everything you ever wanted...

...it's Sugar Pine
from Superior Lumber of Sacramento
who specialize in Quality Lumber from the
finest mills in Oregon, California
and Washington.

SUGAR PINE
PONDEROSA PINE
MOULDINGS

DOUGLAS FIR
WHITE FIR
REDWOOD

- Kiln Dried or green • Sugar Pine Pattern Lumber
- Industrial Lumber all species • Douglas Fir Studs
- Retail and Distribution Yard Lumber

**SUPERIOR LUMBER
SALES COMPANY**

of Sacramento

926 Jay Bldg. • HUDSON 4-8216
SACRAMENTO 14, CALIF.

MILLS AT: MARYSVILLE and SACRAMENTO, CALIF.



Member
Western Lumber
Association



"Fastest Moving Pipe I ever Handled"



"I've never seen anything like it. Got a shipment in recently and hardly had time to stack it . . . sold out! My customers know about Orangeburg . . . ask for it by name . . . they tell me it's the easiest-to-handle sewer and drain pipe they've ever used. Couple of hammer taps and its joints are sealed . . . root-proof! And I notice, too, more and more customers insist on *genuine* Orangeburg . . . both *Root-proof* and *Perforated*. They recognize the high quality and durability of *genuine* Orangeburg. National advertising and proved performance have created an amazing demand. Orangeburg is the fastest moving pipe I ever handled, and

of course, the faster it moves, the more money I make. I stock all sizes — 2", 3", 4", 5", 6", and I'm sure glad I do."

Use Orangeburg Root-Proof Pipe for house-to-sewer and septic tank connections, conductor lines from down spouts, storm drains . . . other non-pressure outside lines.

Use Orangeburg Perforated Pipe for foundation drains, septic tank disposal fields and draining wet spots everywhere.

WRITE for sales aid folder and complete catalog to Dept. SB-75.

Your customers want Genuine Orangeburg...



They look for the trademark!

**ORANGEBURG®
ROOT-PROOF
FITTINGS**



1/2 BEND



WYE



1/4 BEND



TEE

ORANGEBURG MANUFACTURING CO., INC. • Orangeburg, N. Y. • West Coast Plant: Newark, Calif.



You'll get fast service from the most complete stocks in the South

Ash
Hard Maple
Northern Birch
Philippine Mahogany
Cherry
Poplar
Sap Gum

Ponderosa Pine
Larch
Magnolia
Beech
Genuine Mahogany
Cedar-Aromatic
White Oak

Red Gum
Walnut
Sugar Pine
Western Red Cedar
Basswood
Soft Maple
Southern Birch

Red Oak
Cypress
Parana Pine
Limba
Redwood
Fir

Now SIX distribution warehouses to serve you



ATLANTA — 920 Glenwood Ave., S. E., DI. 1331
CHATTANOOGA — 801 Bluff Street, 5-4104
CHARLOTTE — 2121 Thrift Road, ED. 2-4102, 2-4104
JACKSONVILLE — 3511 Walnut, 6-4834
TAMPA — 2nd Ave. and 14th Street, 4-4139
MIAMI — 294 N. E. 67th, 89-7860, 78-6900

ATLANTA OAK FLOORING CO.

GENERAL OFFICES AND PLANT—ATLANTA, GEORGIA

FEATURE
PRODUCTS OF
THE MONTH



Donley

INCINERATORS

FOR THE "HOTTEST" MARKET
DEALERS HAVE TODAY

- for apartments • schools
- stores • hospitals • institutions
- factories • industrial plants

Dealers everywhere are profiting from the increased sale of incinerators!

The Donley line includes standard models of flue and floor-fed (charge through fire door) design as well as units for use in small and medium size plants, gardens or estates. Prefabricated steel-shell units also are available.

All Donley Incinerators feature greater waste disposing capacity through the utilization of an automatic burning principle.

With Donley plans and parts, local contractors can build complete incinerators . . . profit from this growing market!

Write today for full information
about Donley incinerators.

OTHER DONLEY PRODUCTS TO SELL



Ash Pit Door



Garbage Receiver



Package Receiver



No. 23 Range Assembly



Barbecue 36



Damper

Steel Area Wall



Attic Ventilator



Basement Windows

6102-DB

"SUPERMARKET-SHOPPING" at Donley
saves you money.

Donley

THE DONLEY BROTHERS CO.

13905 Miles Avenue

Cleveland 5, Ohio

SUPPLY & DEMAND

Building Materials Make Third Highest Gain

The latest U. S. Department of Commerce report on retail trade—based on sales during April—showed that the sales dollar volume for retail lumber yards was up 23 per cent over the figure for that month during 1954. Sales for lumber and building material dealers rose 14 per cent and for the lumber, building, and hardware group, sales rose 8 per cent.

The estimated monthly sales during the first four months of 1955 reached \$2,244,000,000 for lumber yards and building material dealers. This group includes data for lumber yards; building material dealers; paint, plumbing, and electrical stores.

Total sales throughout the nation were 9 per cent higher during April, 1955, than for April, 1954. During the first four months, sales rose 8 per cent over the same period for last year.

Greatest sales gains were made in the automotive group, with a 21 per cent over April, 1954. Second highest gains in April were seen in the furniture and appliance group, 9 per cent, and gasoline service stations, 9 per cent. Both food and building materials made the third highest gains, at 8 per cent.

May Contract Awards Exceed \$2 Million

Reports of the F. W. Dodge Corp. showed that the dollar volume of contract awards for future construction in the 37 states east of the Rockies was up 13 per cent above May, 1954, figures. This is the third highest of any monthly total recorded in the history of Dodge reports.

This total was \$2,185,065,000.

The five-month total of \$9,727,562,000 also set a new high record—29 per cent above the corresponding figure for last year.

The residential classification topped the billion mark for the second successive month. At \$1,011,310,000, residential building contracts were up 23 per cent above May, 1954, figures. The April residential total was the highest in Dodge history, followed by a second-highest figure in May.

"The weight of these figures on the national economy can be measured by the fact that residential dollars total almost half of the total

of construction," the Dodge report said.

The report listed classified totals for the first five months of this year as: nonresidential building, \$3,289,895,000, up 20 per cent over the first five months of 1954; residential building, \$4,505,626,000, up 38 per cent; public works and utilities, \$1,932,041,000, up 28 per cent.

Cause Cement Shortage

Any tight cement supply situation that may occur this year will indeed be a temporary situation brought about by an abnormally mild winter, which caused demand for cement during months when construction usually slows to a halt and cement is normally being stock-piled, President W. A. Wecker reported to stockholders of the Marquette Cement Manufacturing Co. at their recent annual meeting in Chicago, Ill.

"The simple fact is that cement-producing capacity is not geared to the vagaries of the weather," Wecker pointed out. "A similar situation may not occur again for years."

He gave as another reason for occasional tight supply the current anxiety to push huge special projects.

Federal Agencies Boost '55 Building Estimates

Recent estimates by the Federal government of new construction for this year raised the figure to \$41,800,000,000—11 per cent above record 1954 outlays of \$36,600,000,000.

This new estimate comes from the Departments of Labor and Commerce. They also figure that non-farm housing starts during 1955 will reach 1,355,000—a level topped only by the 1,396,000 starts made in 1950.

The departments indicated that there will be no abatement in the present construction rate during the remainder of 1955.

For privately-owned new-home building, outlays are estimated at \$14,600,000,000 for this year—21 per cent above 1954 figures.

The agencies stated that this "reflects not only an over-the-year rise in starts (in the neighborhood of 8 per cent to 10 per cent) and a large carry-over of work on the unusually large number of dwellings begun in the latter part of 1954." It also indicates "an increase in construction costs, together with a trend toward larger and more expensive homes."

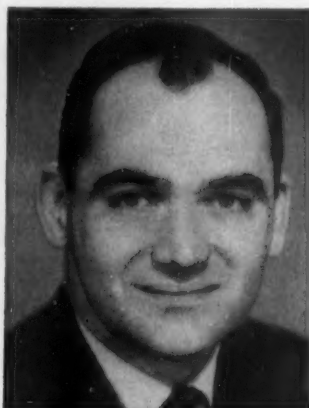
Orders and Production Race in Lumber Markets

The National Lumber Manufacturers Assn. "Lumber Trade Barometer" reports that for year-to-date, shipments of reporting identical mills were 2.4 per cent above production, new orders 3.9 per cent above production.

For the week ending June 11, lumber shipments of the 511 reporting mills were 0.4 per cent below production. In the same week, new orders for these mills were 3.8 per cent below production.

Unfilled orders of the mills amounted to 48 per cent of stocks. For the reporting softwood mills, unfilled orders were equivalent to 24 days' production at the current rate, and gross stocks were equivalent to 47 days' production.

Reports made by 115 mills to the Southern Pine Assn. for the week ending June 11 showed orders on hand at the beginning of the week, 46,344,000 feet; orders receiving during the week, 20,515,000 feet. Shipments during the week totaled 20,620,000 feet, and orders on hand at the end of the week amounted to 46,239,000 feet.



WAYNE EARLEY has been named assistant sales manager in charge of plywood sales of the St. Paul and Tacoma Lumber Co., Tacoma, Wash. Before joining the plywood sales department 2½ years ago, he worked in the firm's retail yard in Tacoma. Earley replaced Corydon Wagner III, who is now in the timber and raw materials division.



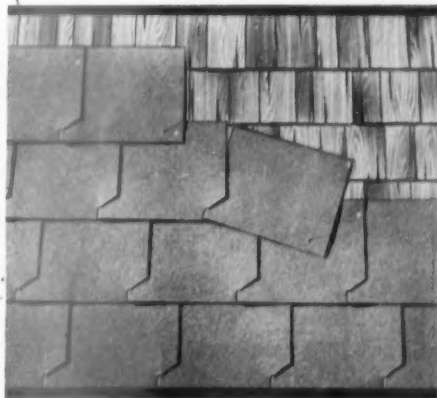
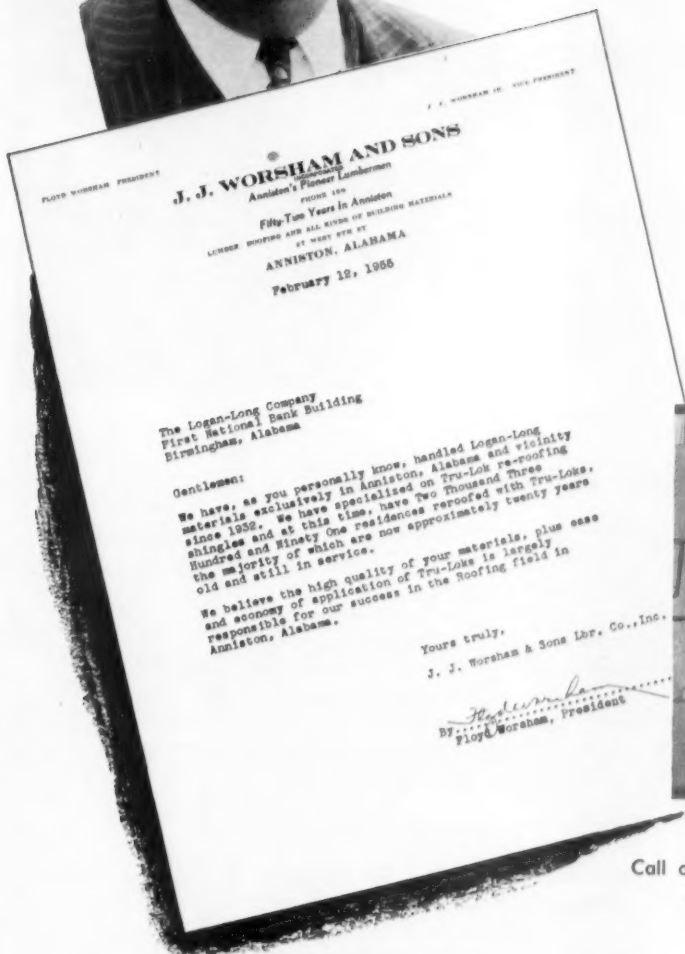
"... Ease and Economy of Application of
TRU-LOKS is Largely Responsible
for Our Success in the Roofing Field ..."

MR. FLOYD WORSHAM—President
J. J. WORSHAM & SONS LUMBER CO. INC.
ANNISTON, ALABAMA

TRU-LOK shingles assure you extra years of complaint free customer satisfaction. Made of the finest quality basic materials, the TRU-LOK application increases roof life by many added years.

TRU-LOK shingles are locked and nailed to the roof, yet are applied quickly and easily.

The unique feature of the TRU-LOK combined with its low price tag give you a real selling story to tell prospective buyers.



Call or write today for beautiful color samples and literature on TRU-LOK shingles.

The LOGAN-LONG Company

Southern Sales Office: First National Bank Building—Birmingham, Ala.
Plant: Tuscaloosa, Alabama

Chicago, Illinois

Cincinnati, Ohio

Fulton, New York



Euclid Ave. Home, Stockton, California. Contractor: Harold Collins, Stockton. Windows: Lupton Casements.

"... they're (profitable) Lupton Windows"

... It's a dealer talking about another order — or a builder pointing out a quality feature of a new house — or an owner showing-off his new home. Whatever it is, when they say, "... they're Lupton Windows," they say it with pride.

Like "virgin" wool, or "sterling" silver, or "solid" mahogany, "Lupton" coupled with "windows" has come to be a standard of quality — and profit.

First, there's profit variety-wise. It's easy to find a Lupton Window to fill any order. There's a wide selection of styles and sizes, in steel or aluminum — and even picture windows.

Second, there's profit beauty-wise. Lupton Windows have lasting beauty that doesn't age away. There's no warping, no shrinking, no swelling — just permanently trim lines in sturdy metal. And, with Lupton Aluminum Windows there's an added plus — *no painting ever!*

Third, there's the repeat profits that come from handling an accepted product that has stood the test of time. Back of Lupton is 50 years' experience in designing and manufacturing metal windows. Careful workmanship and rigid inspection assure day-after-day efficient window operation at little or no maintenance cost — features that make builders buy Lupton again and again because of proved service.

That's part of the profitable Lupton story. Find out how you offer more ... and sell more ... when *you* say "they're Lupton Windows." Call your nearest distributor.

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Pa.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association

LUPTON
REG. U. S. PAT. OFF.
METAL WINDOWS



Lupton Casement
Steel or Aluminum



Lupton Aluminum
Double Hung Window

Partial List of Southern LUPTON Distributors

ALABAMA

Birmingham 1: Virginia Steel Co., Inc.
P. O. Box 1152, 1007 37th Place North

DELAWARE

Wilmington: Hance Hardware Co.
#4 Stone Hill Rd.—Augustine Cutoff

DISTRICT OF COLUMBIA

Washington 11:
Cushwa Brick & Building Supply Co.
137 Ingraham St. N.E.

FLORIDA

Gainesville: Stringfellow Supply Co.
P. O. Box 152, 536 S. W. Second Ave.
Jacksonville: George C. Griffin Co.
P. O. Box 5151, 1038 Kings Ave.
St. Petersburg: Metal Building Products, Inc.
P. O. Box 1559, 2700 22nd St. North

GEORGIA

Atlanta 1: Henry Taylor & Son
P. O. Box 1328, 1058 Amsterdam Ave. N.E.

KANSAS

Kansas City 10: Lusco Brick & Stone Co.
1136 Southwest Blvd.
Wichita 1: Lusco Brick & Stone Co.
P. O. Box 1481, 342 N. Waco St.

KENTUCKY

Covington: Tate Builders Supply Co., Inc.
P. O. Box 27—Rouse Sta., 19th & Russell Sts.
Erlanger: Tate Builders Supply Co., Inc.
47 Dixie Highway
Louisville: John W. Bishop
319 W. Jefferson St.

LOUISIANA

Alexandria: F. A. Flynn, Building Specialties
P. O. Box 372, 140 Wheelock Ave.
New Orleans 19: Favrot and Pierson
3511 Toulouse St.

Shreveport: American Metal Window Co.
P. O. Box 819, 112 Caddo St.

MARYLAND

Baltimore 3: Maryland Steel Products Co.
P. O. Box 1997, Bush & Ridgely Sts.

NORTH CAROLINA

Charlotte: R. J. Lock Steel Products Corp.
P. O. Box 1763, 1200 W. Moorehead St.

SOUTH CAROLINA

Columbia: Kline Iron & Metal Co.
P. O. Box 1013, 1225 Huger St.

TENNESSEE

Knoxville: Dealers Warehouse Corp.
1372 North 6th Ave.
Nashville: McMurray Structural Steel Co.
1504 Demonbreun St.

TEXAS

Dallas: American Metal Window Co.
P. O. Box 10173, 1205 Levee St.
El Paso: Electrical & Mechanical Supply Co.
P. O. Box 3247, Sta. A, 708-716 N. Piedras St.
Houston: Jim Lunsford Company
1525 N. Post Oak Road

VIRGINIA

Bristol: Central Warehouse Corp.
P. O. Box 85, 512 Scott St.
Richmond 21: Virginia Steel Co., Inc.
Mailing—Stewart Station Post Office
Office—3122 W. Cary St.

WEST VIRGINIA

Charleston 28: Fireproof Products Co.
P. O. Box 2311, Suite 422-Professional Bldg.
Martinsburg: Richard R. Feller Co.
P. O. Box 543, 900 Baltimore St.

NEW SALES HELPS FOR LUPTON DEALERS

Ask your distributor for these NEW Lupton sales helps:

NEW POSTERS

Big . . . colorful . . .
eyecatching. 28 inches
by 38 inches. Printed
in 11 colors and lac-
quered

NEW ENVELOPE STUFFERS

One features Lupton
Aluminum Double
Hung Windows.
One features Lupton
Casement Windows.

Make your sales easier
with these colorful mer-
chandising aids . . . they'll
help make customers out
of prospects.

Sales Offices and Sales Representatives

MICHAEL FLYNN MANUFACTURING COMPANY

MAIN OFFICE AND PLANT
700 East Godfrey Avenue
Philadelphia 24, Pa.

LOS ANGELES
672 S. Lafayette Park Place
Los Angeles 57, Cal.

STOCKTON (Warehouse)
1441 Fremont Street
Stockton, Cal.

KANSAS CITY
(Herb W. George)
9209 Cherry St.
Kansas City 5, Mo.

NEW YORK
51 East 42nd Street
New York 17, N. Y.

CINCINNATI
De Sales Building
1620 Madison Road
Cincinnati 8, Ohio

LUPTON
REG. U.S. PAT. OFF.
METAL WINDOWS

"This brand cuts easiest"

says Wm. McClenaghan
of Bryn Mawr (Pa.) Hardware



Mr. McClenaghan test cut four well known brands of single-strength window glass. Each brand was identified only by a letter—A, B, C or D. He ran several cuts on each. Every single time, he said brand D was by far the easiest to cut. He also said: "There's no stop and start in running a cut on *this* glass. Just run a light line and the glass snaps off quick and clean . . . no splintering at all!"

"D" was L·O·F. Furthermore, 28 out of the 30 dealers who took this "Blindfold Test" picked L·O·F!

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is a higher quality glass—it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

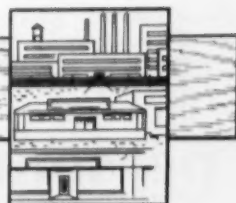


LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



TOP NEWS

For Dealers, Wholesalers, Manufacturers



Ponderosa Pine Woodwork to Push Quality Window Seal Program

ABSORPTION of the American Wood Window Institute, Inc., formerly of Dallas, Tex., by Ponderosa Pine Woodwork, Chicago, Ill., has resulted in a nation-wide stepped-up "seal of approval" program for double-hung wood window units.

The core of the campaign is the certification of quality through the labeling of window units with a permanent metal seal. It constitutes proof to the customer that the window meets the quality specifications of Commercial Standard 190-53 of the U. S. Department of Commerce.

Commercial Standard 190-53 specifies that double-hung windows must be made of approved lumber dried to a moisture content of 6 to 12 per cent; treated with a water-repellent, preservative chemical; weather-stripped, and properly balanced. Other specifications cover construction detail, dimensions of frame and sash members, and glazing.

Manufacturers and assemblers of

window units are being licensed to use the AWWI seal. Membership in PPW is not a requirement for membership in AWWI.

Although the program is now limited to double-hung units, PPW intends to extend the service to other types of wood windows as soon as appropriate commercial standards have been released by the U. S. Department of Commerce.

The program will include an inspection service, to be administered by PPW. PPW's field representatives also will promote the service with architects, builders, and dealers.

Absorption of AWWI into PPW was formally ratified at a meeting in Chicago, with the establishment of the AWWI Seal of Approval Division of Ponderosa Pine Woodwork. Manufacturers and Jobbers who attended were headed by Earl G. Thuresson, Associated Door and Plywood Co., Chicago, as chairman of the jobber group, and F. A. Hoer-

ner, Rockwell of Randolph, Inc., as chairman of the manufacturers' group. Together they announced:

"In this new program, the woodwork jobbers and the Seal of Approval program will receive immeasurable benefit from the advertising and promotion activities of Ponderosa Pine Woodwork, which will include full-page advertisements in consumer, builder, and building material dealer magazines.

"For the first time in the history of the millwork industry, lumber producers, woodwork manufacturers, and woodwork jobbers actively join hands and stand shoulder to shoulder in the promotion of wood windows."

Robert H. Herbst II has been named manager of the Seal of Approval Division. He will work under the supervision of Robert H. Morris, general manager of PPW.

Alabama Joins Sponsors of S. E. Dealer Show

The 1955 annual Southeastern Dealer Convention and Building Material Show will be a "Big Four" conference, too! For the Alabama Building Material Exchange this year is joining the Florida Lumber and Millwork Assn., the Building Material Merchants of Georgia, and the Tennessee Building Material Assn. in sponsoring this regional exhibition and workshop session for building supply dealers.

The third Southeastern convention and show will be held at the Biltmore Hotel in Atlanta, Ga., Wednesday, Thursday, and Friday, November 16-18.

The big Exhibition Hall will be packed with timely exhibits and demonstrations of building products.

The theme of the business and workshop sessions will be "Planning for Profit." Ways and means to cut costs, increase profits, and improve business will be covered in three clinics by nationally successful building material merchants.

James Grayson, president of the Alabama Building Material Exchange, said that "it is a privilege for our Alabama dealer organization to join with those from Florida, Georgia, and Tennessee, to provide this great opportunity to see new products, visit with supplier personnel, and exchange ideas in lively



Absorption of the American Wood Window Institute into Ponderosa Pine Woodwork, national promoter of stock millwork, was ratified by window jobbers and manufacturers alike. Flanking the general manager of Ponderosa Pine Woodwork, Robert H. Morris, above, are Earl C. Thuresson and Fred A. Hoerner. Thuresson, of Associated Door and Plywood Co., Chicago, represented jobber interests. Hoerner, of Rockwell of Randolph, Inc., represented manufacturers in the certification merger.

business sessions. We expect a large attendance of Alabama dealers and suppliers at the Southeastern show."

personnel parade

U. S. Plywood Corp. . . . The new sales promotion manager of this national manufacturer and distributor of fancy and plain plywoods is **RICHARD J. BROWN**. He formerly was advertising and sales promotion manager of the Delta Power Tool Division of the Rockwell Manufacturing Co. He succeeded Howard Roeding, who has retired after 20 years of USP service.

Certain-teed Products Corp. . . . New general sales manager for this Ardmore, Pa., building material manufacturing firm is **CARL E. BERZELIUS**. He has served as manager of industrial sales; sales manager for gypsum, insulation, and specialty products, and most recently as Western sales manager.

Georgia Forestry Assn. . . . **HARVEY R. BROWN** is now executive secretary of this industry group. Brown has been in organizational and promotional work for 18 years. For the past two years, he managed the agricultural department of the Macon (Ga.) Chamber of Commerce.

Libbey-Owens-Ford Glass Fibers Co. . . . **RICHARD K. TRASK** has been named manager in charge of distributor and acoustical sales. He will direct sales of Microlite and Super Fine products, which are used on air-conditioning ducts, steam-traced lines, and on ceilings in noisy areas. His headquarters are in Toledo, Ohio.

Reynolds Metals Co. . . . **JOSEPH H. MCCONNELL** has been elected a director and was appointed general counsel on July 5. He resigned July 1 as president of the Colgate-Palmolive Co. He succeeded the late Judge Robert P. Patterson, former Secretary of War, who was killed in a plane accident. McConnell's career includes serving as executive vice-president of the Radio Corp. of America and president of the National Broadcasting Co.

Crane Co. . . . **FRANK F. ELLIOTT**, senior vice-president of sales for this Chicago firm since 1952, has been elected president and chief executive officer. He succeeded John L. Holloway, who resigned because of ill health but remains a consultant. Elliott has been with Crane 33 of its 100 years.

Dicks-Pontius Co. . . . This Dayton, Ohio, manufacturer of caulking and

NEW SALES LEADERSHIP FOR MEDFORD



R. F. HIGGINS

E. C. NAVE

RUSSELL HOGUE

With the Medford Corp. since 1949, **Ed C. Nave** is the new national sales manager for this volume producer of Douglas fir, sugar pine, ponderosa pine, white pine, and incense cedar lumber. He was succeeded as assistant sales manager by **R. F. (Bob) Higgins**. After 10 years' service as Medco's sales manager, **Russell Hogue** was elected vice-president and general sales manager of the firm. He will also serve as assistant manager in charge of production. **Alger Chaney**, of Portland, is the new Medford Corp. secretary. Headquarters for the firm are in Medford, Ore.

glazing compounds and putties has announced that **RICHARD M. MITCHELL** now represents the company in the Southeastern states. His headquarters will be at the Dicks-Pontius office in Decatur, Ga.

Thomas Industries Inc. . . . **FREDERICK KELLER** has been appointed director of sales for this Louisville, Ky., manufacturer of residential lighting fixtures, paint - spraying equipment, and power saws. A former vice-president and general sales manager of the Ekco Products Co. in Chicago, Keller will assume the duties of Verrall Moe. Moe is temporarily inactive while recuperating from an airplane accident.

DeWalt, Inc. . . . **Conde Hamlin** has advanced from executive vice-president to president of this firm. A subsidiary of the American Machine and Foundry Co., DeWalt is a major producer of woodworking machinery. Before becoming executive vice-president last November, Hamlin was a director and vice-president in charge of sales for five months, after serving as general sales manager.

New Johns-Manville Mill

The Johns-Manville Corp. will build an asphalt roofing plant and warehouse near Savannah, Ga., according to President **A. R. Fisher**. Production by early fall is anticipated, with more than 100 people employed. The plant will have more than 100,000 square feet of floor space.

"The Savannah plant is Johns-Manville's first move into the Southeast and the decision to build in the territory has followed the tremendous expansion in that part of the country since World War II and the unprecedented demand for the company's building products," **Fisher** explained.

Johns-Manville recently announced plans to construct a large insulating board plant in Canada at North Bay, Ontario.

Meyer Heads Certain-teed; TV Meeting Held

Malcolm Meyer is the new president of the Certain-teed Products Corp., building materials manufacturer of Ardmore, Pa. He succeeds **Rawson G. Lizars**, who continues as chairman of the board of Certain-teed.

At the organization meeting of Certain-teed's board of directors on May 13, Meyer was also elected a director of the company. **James L. Strickland** was elected assistant treasurer of the Company.

Meyer, who had been vice-president in charge of sales since 1953, has been with Certain-teed for 18 years. Lizars had been president and chairman of the board since joining the company in 1944.

The first closed-circuit television sales meeting in the paint and building materials industry was held last month by Certain-teed. Originating in the studios of WFIL-TV in Phila-



American **THATCH**

**a new
dramatic
ASBESTOS
roof
shingle
by**

RUBEROID

Here's the asbestos roof shingle that architects, builders, and your better customers have been looking for. Attractive, traditional, thatch styling *plus* the proven sales appeal of Ruberoid's Color Grained texture.

American Thatch is the perfect style and sales complement to Ruberoid's Color Grained Asbestos Sidewalls. The new color blends—Black, Green, White, Brown and Red—will please the most color conscious homeowner.

With American Thatch builders and architects can add a new beauty dimension to their roof designs.

Even the most extreme weather won't affect the hard Duroc finish of American Thatch. They are secured with copper storm anchors. Laboratory and field tests have proven their economical, durable performance.

Ask your Ruberoid salesman for details on this newest profit-maker in the Ruberoid line.

The RUBEROID Co.

500 Fifth Avenue • New York 36, New York

Asphalt and Asbestos Building Materials

delphia, the hour-long telecast gave Certain-teed executives an opportunity to present simultaneously and dramatically to all sales personnel the company's new lines of Bestwall and Cert-N-Cote paints, and the advertising and promotional campaigns planned for them.

The special TV program was viewed in hotel conference rooms and television studios by some 200 Certain-teed salesmen in 10 different cities throughout the United States. Highlight of the meeting was the speech of R. G. Lizars, chairman of the board. He assured the salesmen that the company's entrance into the paint business had careful consideration and whole-hearted management support and cooperation.

88% of SSIRCO Stock Purchased by Reynolds

The Reynolds Corp., affiliate of the Reynolds Metals Co. of Louisville, Ky., has purchased 88 per cent of the outstanding preferred and common stocks of the Southern States Iron Roofing Co. of Savannah, Ga. The announcement was made by Reynolds Vice-President John H. Krey.

Established in January, 1914, Southern States grew from a one-unit mail order operation in Savannah to its present status as a recognized manufacturer and distributor of building materials. Branch and manufacturing operations now are located throughout the Southeast.

In May, 1950, the Reynolds Metals Co. purchased controlling interest in SSIRCO. Upon the retirement of F. O. Wahlstrom from the presidency of SSIRCO in January, 1955, Paul H. Fox, former regional general manager for Reynolds, was elected president.

Fox expressed the view that this acquisition of stock by Reynolds will assure greater growth and progress for the Southern States firm.

Wood Cabinet Makers Plan to Organize

A nation-wide trade association of wood kitchen cabinet manufacturers is being organized to "work toward the highest standards of quality and to promote wood kitchen cabinets for their inherent beauty, durability, and easy maintenance."

An interim committee structure was organized at a meeting in Chicago, Ill., May 26 to work toward creation of the association. Richard C. Chapman, vice-president of the Mutschler Brothers Co., Nappanee, Ind., was elected temporary chairman of the group. Chapman and the



The four men here were chosen as executive committee members of an interim organization to study and plan organization of a national association of wood kitchen cabinet manufacturers. They include, from left, E. C. Hawkinson, Richard Chapman, E. H. Courtney, and Ivan Ramsey. Hawkinson, of the Brammer Manufacturing Co., is membership chairman. Chapman, of Mutschler Brothers Co., is temporary chairman of the association. Courtney is finance chairman. Ramsey is promotion chairman. Fifth member of the executive committee is Hugh Gregg, of Gregg and Son and former New Hampshire governor, who is rules and organization chairman.

chairmen of four temporary committees comprise the executive committee.

Another meeting will be held at the Drake Hotel in Chicago on July 15 at which committee reports will be heard and formal organization will be considered by the delegates.

"The response to the idea of forming a trade association in our industry was very gratifying," Chapman said. "Of the 34 firms originally contacted, 15 had one or more representatives at the meeting. Another six displayed definite interest but were unable to attend."

Guest speaker at the luncheon meeting was Richard D. Behm, trade promotion director of the Hardwood Plywood Institute, who described the operation of the institute's program. He cited a survey made by a national consumer magazine which showed that sales of factory-built wood kitchen cabinets increased significantly in new homes built during 1954.

Johnston Heads Hardman

Directors of the Hardman Lumber Companies recently elected W. H. (Ward) Johnston, Osborne, Kan., president.

Johnston has been with the Hardman chain since the end of World War II, when the late Dwight Hardman took over the presidency. C. P. Lundgren was elected vice-president; A. G. Hardman continues as chairman, and W. C. Fossett remains secretary-treasurer.

Before the directors' meeting, stockholders met and elected two new directors—Otto Haberly, manager of the Smith Center Hardman Lumber Yard, and C. P. Lundgren, Colby, who heads the retail division. Lundgren will move to the Osborne headquarters.

Allied Building Credits Names Key Personnel

R. D. Syer, president of Allied Building Credits, Inc., Los Angeles, Calif., national financing firm serving the light construction and home modernization industries, announces the following personnel changes:

M. O. Harum, vice-president, has been assigned to develop and coordinate a new market research and planning activity. He will devote his time to conducting surveys and studies of products and services which are purchased on time by home-owners, and to stimulating interest among manufacturers and distributors in sponsoring finance plans as an assistance in increasing sales.

S. S. Linder, assistant vice-president, has been named to direct the Business Development and Advertising Division. He will be assisted by W. L. Davis.

J. W. Wakefield has been elected assistant vice-president and will direct the Instalment Note Credit Division. J. S. Hickey was elected auditor. C. A. Nichol is now comptroller as well as vice-president.



MR. JACK W. RICH

President of Guaranty Loan & Real Estate Co., West Memphis, says "Cenwood Window Units help us sell our houses. They meet AWWI spec's, and U. S. Dept. of Commerce commercial standards for quality of wood and construction, preservative treatment and minimum air infiltration."

"They withstand time and weather for the life of the home."



Two typical houses in lovely Avalon Heights, West Memphis, Arkansas. When completed, this development of comfortable homes will encompass 640 acres.

COMPLETE WINDOW UNITS

equipped with **MONARCH METAL WEATHERSTRIP**

"In our Avalon Heights project, where the houses run from \$9,200 to \$30,000 we feel the window units are of major importance" says Mr. Rich. "That's why *Cenwood* windows with Monarch weatherstrip helps us to give the home buyer exceptional quality and construction."

"Also important to a builder are the savings in time and ease of installation. The *Cenwood* units, delivered complete and ready to install in the rough openings reduce time and labor to a minimum and effect a saving that we like to pass on to the home owner."

Builder, Dealers and Jobbers are unanimous in saying that Complete Window Units equipped with Monarch Metal Weatherstrip save money by eliminating on-site assembly, prevent waste of materials, reduce dealer handling and inventory investment, and give the owner more for his money.

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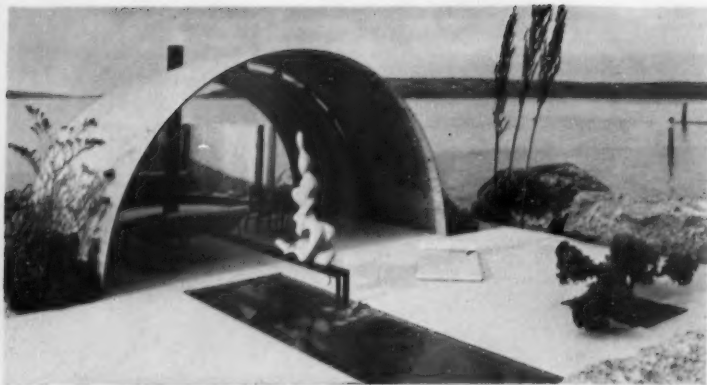
MR. W. H. STOTTS

Manager, Chickasaw Lumber & Material Co., West Memphis, dealer furnishing *Cenwood* Windows for Avalon Heights, says "Quality assembled window units are to both dealer's and customer's advantage regardless of price of house. Proper weatherstripping keeps out drafts and dust, and gives a bonus in fuel savings."



MR. F. O. SCHAEFER

President of Central Woodwork, Inc., Memphis, fabricator of *Cenwood* Window Units, says "We've built over 100,000 *Cenwood* windows with Monarch weatherstrip. Mr. Rich knows with *Cenwood* units his homes are correctly weatherstripped for winter, and are ideal for summer air conditioning."



7,500,000,000 Board Feet Annually Predicted at Plywood Golden Jubilee

WITH INTELLIGENT leadership of the future was presented in a great collection of design ideas — many of them highly unorthodox.

To commemorate 50 years of industry progress, five top-flight architectural firms were commissioned to design new ideas for plywood uses. Designed by Chris Choate, Los Angeles architect, under the direction of Joseph Westin, field promotion director for the Douglas Fir Plywood Assn., the exposition in the Portland Armory included items from an abstract garden totem pole to an indoor-outdoor barbecue and kitchen worthy of a 20th century mansion.

This bright prediction keyed the unusual industry gathering, which featured a theatrical show patterned after a Broadway musical. A veteran cast of 50 entertainers danced, sang, and wisecracked through a revue which dramatized the story of plywood from its beginnings in an Egyptian tomb to a breathtaking glimpse into the future.

Considerably more than a glimpse

of the future was presented in a great collection of design ideas — many of them highly unorthodox.

Also included were a series of ideas for incorporating architectural lighting with room ornamentation, island build-in with an oriental approach tailored to American ideas of better

living, and a new idea in bridge building, called Moke.

Tying the industry to world affairs, a warning that this country "might not survive an atomic war" came from the man who directed the making of the first atomic bomb. This keynote banquet speaker was Lt. General Leslie R. Groves, retired former head of the wartime Manhattan project.

Ben Hazen, president of the Benjamin Franklin Federal Savings and Loan Assn. in Portland, urged formation by manufacturers of building materials of a home loan insurance program that would get the government out of the home loan business.

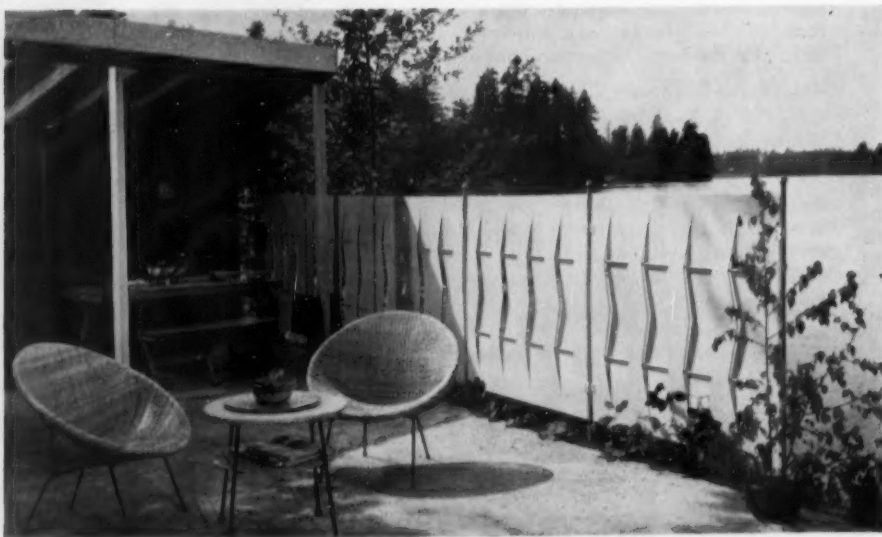
Hazen said the present system of government-subsidized home loans is "inherently harsh, dangerous, and inelastic to the borrower, (periodically forcing) foreclosures in case of default."

Hazen attacked government loan subsidies preparatory to outlining a proposal for financing of homes by free-enterprise means. His proposal would involve an organization that would function in the home-loan field in much the way Lloyds of London functions in the shipping field through pooling of risks. He declared that such a system would more closely fit the needs of the borrower and that he expected such facilities would be available within a year.

A dramatic permanent memorial display was dedicated in the Forestry Building in Portland. It contained the first panel of fir plywood made 50 years ago for exhibit at the Lewis and Clark Exposition.

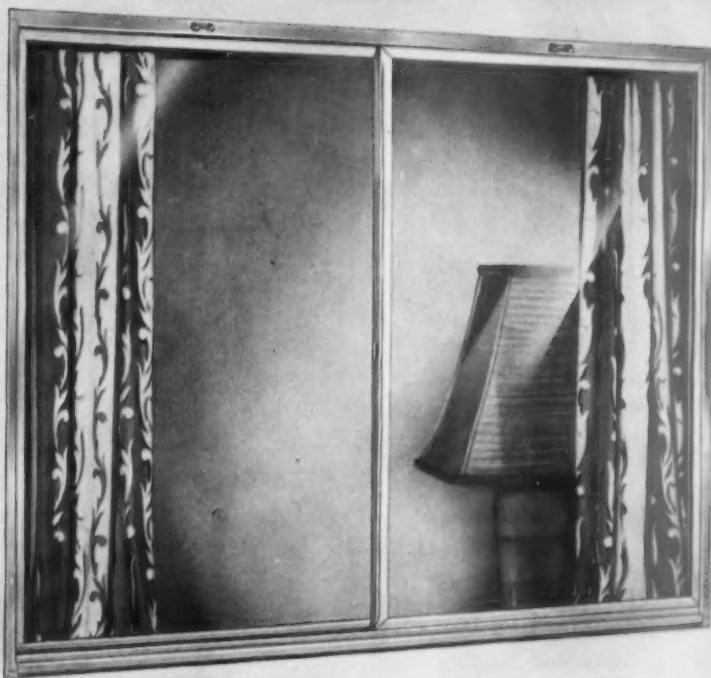
Howard B. Garrison, vice-president and general manager of the Evans Products Co., western division, was named Douglas Fir Plywood Assn. president.

This unusual fence, right, and garden shelter, above, are two of the many designs to boost uses of plywood, presented for the first time at the industry's Golden Jubilee celebration. The fence utilized a new design idea called Moke (rhymes with okay.) It comes from the seldom-used word "mok," meaning to weave, which describes the effect of cutting plywood into patterns and weaving a dowel in and out.

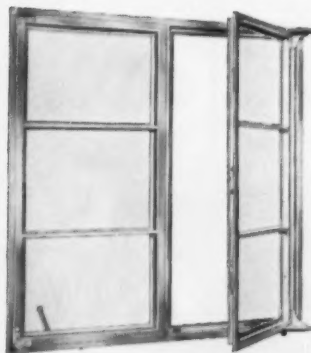


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REYNOLDS ALUMINUM WINDOWS

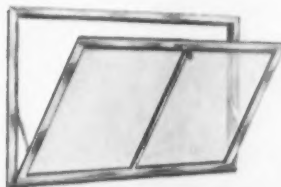


Building fast in widespread acceptance, making news across the country—that's the Reynolds Aluminum Traverse (Sliding) Window. It's designed right to meet today's tastes—and budgets. Horizontal sliding vents open easily, close tight for cleaning. Easy to install because there are no sash balance weights, hinges or putty! And it bears the name that means quality throughout—Reynolds. Make it your guide to confident selling and customer satisfaction. Write for complete catalog. Reynolds Metals Company, Window Division, 2002 South 9th Street, Louisville 1, Ky.

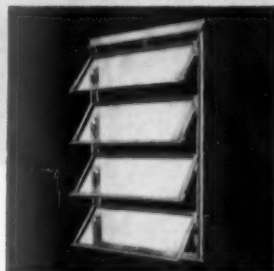


Reynolds Aluminum Casement Window . . . flash-welded corners, double contact frame, wide-opening extension hinges, built-in transom drip.

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VENT-A-WALL: A new type functional window unit saves construction time, reduces breakage and makes painting easier because the sash is completely removable from the frame. Available in many types — open-out awning, open-in or hopper style and as upright case-ments. Units may be grouped in various heights and widths, used in ribbons, or combined with picture windows.

LIF-T-LOX R • O • W window sash lifts out entirely and can be raised or lowered by easy finger pressure. No tapes to unhook, nothing to adjust. LIF-T-LOX R • O • W windows are beautifully balanced and free of attachments to the sash.

R • O • W HIGH LITES are architecturally perfect for the popular modern home design. HIGH-LITES also lift out from the inside for easy washing, painting or glazing. They provide maximum light and ventilation and make available additional wall area for furniture placement.

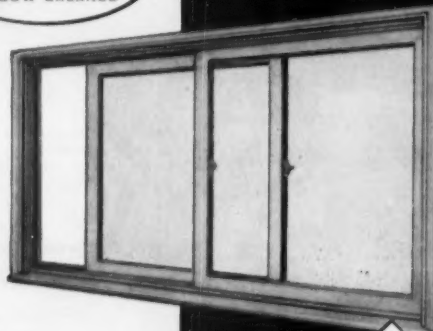
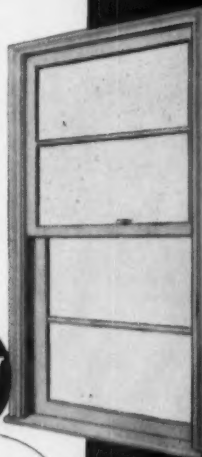
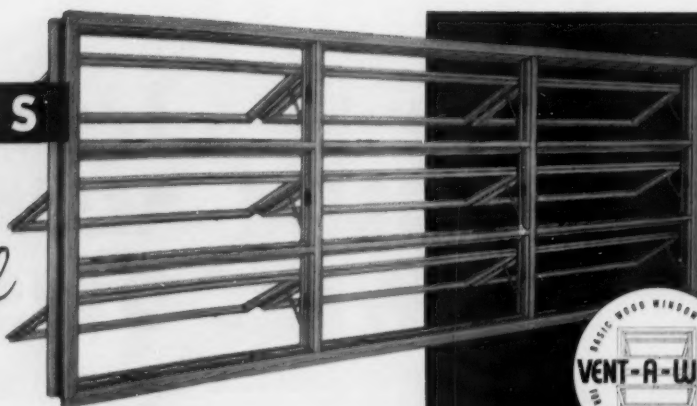
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For the same amount of selling time and effort you can sell top quality Weldwood paneling at a higher markup for more profit. Here's what we mean . . .

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it's a \$45 sale for a gross profit of \$7.50

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Your sale comes to \$189 . . .

and your 50% markup means a gross profit of \$63!

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Make more sales because Weldwood paneling gives such lasting satisfaction that you'll get more *repeat* business, more friend-tells-a-friend business!



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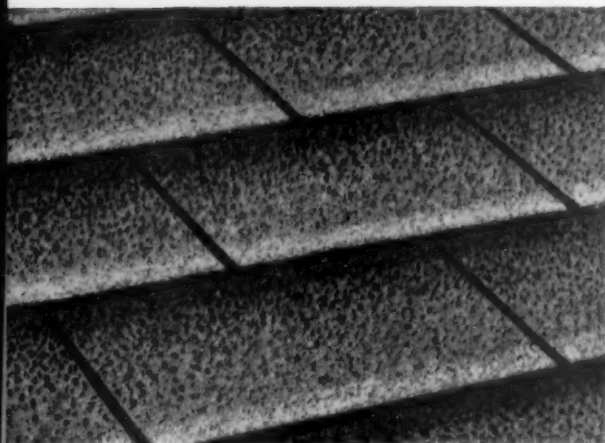
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Challenger
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More Sales

In the Challenger Window line there are more than twenty standard sizes and layouts for you to offer your builder-customers. This complete line is made to fill the requirements of every building design, and it's made to sell fast.

Here's why:

SASH Precisely made of seasoned Western Pine that is chemically treated against rot and decay, the Challenger Window is built to last a house-time. Your builder-customers have two standard designs, many sizes from which to choose.

FRAME Kiln-dried and chemically treated against weather damage. Joining and fittings are done accurately by skilled factory workers on assembly line production.

HIGHEST QUALITY of manufacture, the combination of sash balances and weatherstripping all around holds the sash firmly. There are no leaks or rattling. Glazed with the finest glazing compound.

MORE STANDARD SIZES and LAYOUTS

JOB READY All Challenger Window Units are delivered to the job complete, with window sash, balances and weatherstripping installed, ready to be slipped into rough openings. Installation is quick, easy. Costs are held to a minimum. These windows are available with rigid frame screens.

LOW COST Challenger Window Units are economical. Quantity buying and manufacture, assembly line production in the factory, plus wide distribution, add up to substantial savings on the cost of these windows. And the quoted price includes everything — there are no extras to sell.

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ONE-PIECE COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

- Much lower in cost than conventional Sash Balances plus Jamb Weatherstripping.
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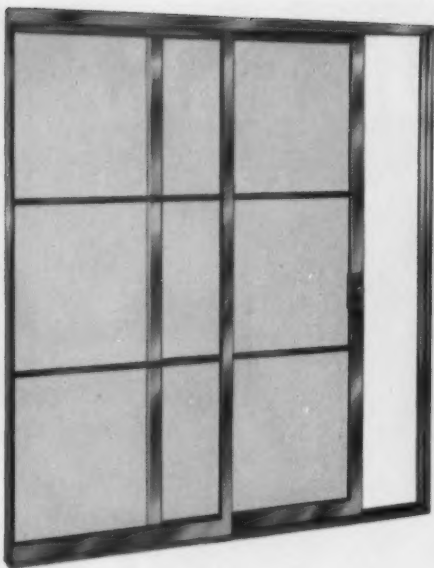
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SLIDING GLASS DOORS
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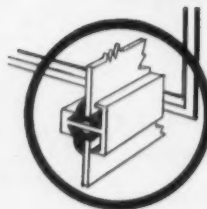
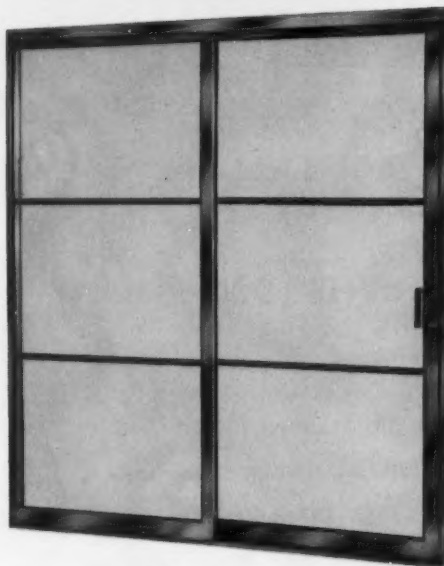
Here is the door that Builders have been talking about and looking for . . . the sliding door with modern horizontal lines! Now you can give it to them . . . horizontal muntins, neoprene glazing, and all the other sound ANCO features . . . at a price that means volume sales and a good profit to you.

GLASS PANELING—Glass can be easily and inexpensively replaced because of multiple paneling...a good selling feature with every prospective home owner.

STRENGTH—The frame of the ANCO Door is of heavy aluminum extrusions and is exceptionally strong. The horizontal muntins add strength as well as protection for glass.

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LOCKING—Available with thumb latch inside only, or with thumb latch inside and cylinder lock outside (shown in photos).



NEOPRENE GLAZING

All glass is set in permanent neoprene rubber. Made to last for 30 years, these neoprene channels cushion the glass and protect it just as in automobiles. No extra cost for neoprene and horizontal muntins.

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LOOK FOR THE DFPA* TRADEMARK!



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Play it safe! Your reputation is on the line with every panel you buy, sell or specify. Insist on genuine DFPA trademarked panels. DFPA grade-trademarks are hallmarks of quality used only on plywood manufactured under the industry's rigid quality control program. These marks are your very best assurance of reliable quality.

*DFPA—Douglas Fir Plywood Association, Tacoma, Washington, is a non-profit industry organization devoted to product research, promotion and quality maintenance.

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FIR PLYWOOD'S 50th BIRTHDAY PROMOTION PROGRAM
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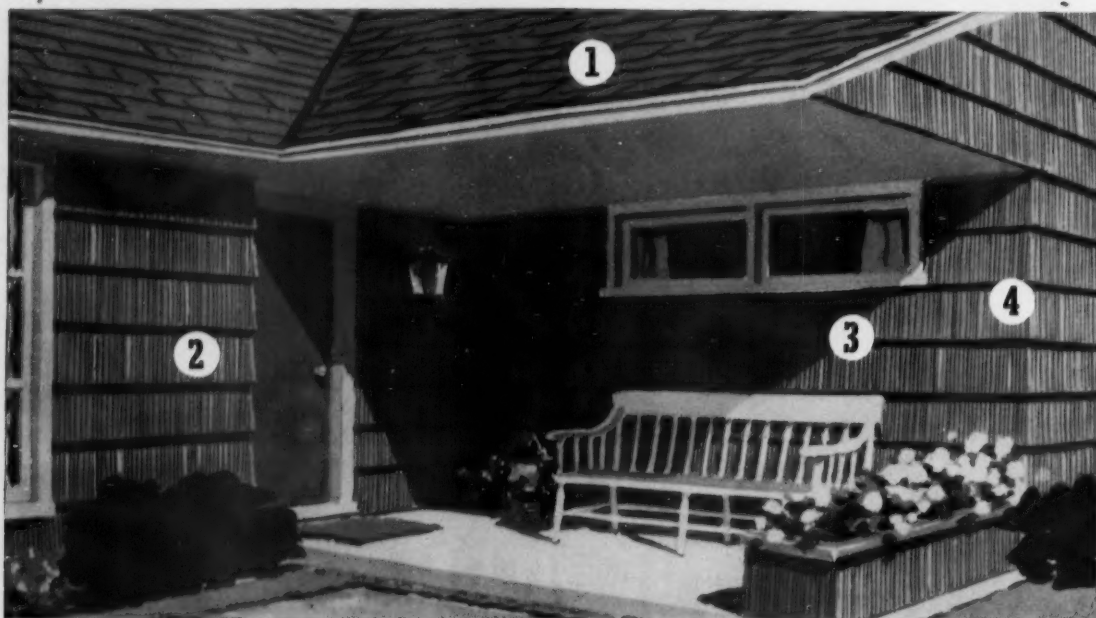


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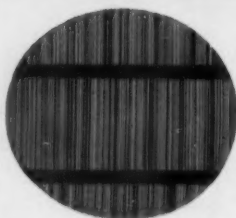
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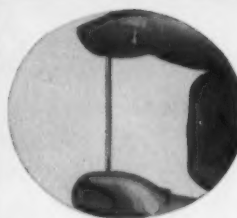
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Included in Shakertown Sidewall and GLUMAC cartons, colored to match the shingle stain. Save time — produce a better finished job. No additional cost.



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Eliminate fitting of shingle corners. Striated surface matches grooved shakes. Available in all Shakertown colors, or unpainted. Drilled nail holes. Galvanealed steel.

IF YOU are not now selling these recognized Sales-makers, call your nearby Shakertown Distributor today. Consult the Yellow Pages . . . or write The Perma Products Co., 20310 Kinsman Road, Cleveland 22, Ohio.

first name in cedar shakes

Shakertown



Homebuyers and contractors praise this HOMEBUILDING SERVICE

By L. H. Houck

⊕ A complete homebuilding and planning service has been devel-

oped by John T. Sturm, vice-president and general manager of the W. H. Powell Lumber Company.

This firm has headquarters at St. James, Missouri, and five other yards at Sullivan, St. Clair, Pacific,

Sturmville, and House Springs. The service has been established in all six yards.

The striking success and completeness of this plan, which is integrated with the merchandise to be sold, makes it outstanding in modern building-material merchandising.

It takes care of an often neglected market — the low-income family, the young couple who rent and can't buy.

After the plan was worked out on paper early this year, Sturm said they first built a test house to get facts and figures. In spite of the fact that this house required an expensive LP gas system with a large tank, it was built for about \$6,000 and sold to a happy couple at that price—two bedrooms and many modern conveniences, in-

W. H. Powell Lumber Co. HAS ESTABLISHED Home Planning Center



WE WILL ARRANGE
BUILDING & FINANCING
YOUR NEW HOME

We Can Be Sure
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Up to the minute information on FHA and GI Financing Plan Arranging a Loan for Your New Home or Remodeling Your Present Home.

A Wide Selection of Approved Plans to Suit Your Individual design and Price Range.

Complete Stocks of the Newest & Finest Approved Building Materials

What happens in Your Present W. H. Powell Lumber Co. Yard is the important in building a new home through the Home Planning Center. Please send your plan for consideration and we will.

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City _____ State _____

W. H. Powell Lumber Co.

"WE SERVE THE OZARKS"
St. James, Missouri



"We Serve The Ozarks," the motto of the six Powell Lumber Company yards, with headquarters in St. James, Mo., heads a billboard-type sign by the store in Pacific, Mo. At left is a typical six-column newspaper ad run by the Powell firm to bring customers in to its Home Planning Center. In the center is a coupon to be filled out and mailed to the company office, to bring a representative to the home without obligation.

cluding adequate wiring for electrical appliances.

Houses the firm now handles range in price from \$6,000 to \$9,000 usually.

The financing set-up determines how far and how fast the pace can be. The Powell firm obtained the services of a financial institution in St. Louis — a little over 100 miles away — since none of the banks in the smaller towns was interested. Most of the loans are FHA-guaranteed. When the loans are completed, the new owners pay the lending institution directly. Mortgage payments mostly range from \$40 to \$60 per month.

How to handle the method pre-

Contractors once brought bills of materials to the Powell Lumber Co. to bid on, but now the company invites contractors' labor bids, reversing the situation. At right is John T. Sturm, vice-president and general manager, who worked out the home-planning system. Below, Charlie Slezak, Sullivan manager, and Clarence Hartman, advertising manager, who points to the sign, discuss this typical planning center.



cisely the same in each company yard was a problem solved by the installation and advertising of "Home Planning Centers" in each yard. Then each manager was trained to carry out the routine exactly.

The local store manager carries the ball only up to a certain point. After a prospect shows adequate interest, the manager is required to get a credit report.

"We must not be afraid to ask a customer about his finances and his ability to pay," Sturm emphasized. "It's up to the local manager to find out how much the customer can pay down, how much he earns, and how much he already owes. Each prospect must pay about 15 per cent down on most houses, although we are working on a deal that will require only five per cent down."

Under the Powell plan, the house is fitted to the customer's possible monthly payment. The manager shows him various plans that will fit in with the customer's price range, answering all questions about merchandise and quality of construction. The customer is told that he can not make changes and that he can not have an architect design his house and get it for that



amount of money. As a rough estimate of the cost, the manager quotes a price of \$11 per square foot.

The heart of each home-planning center is the Weyerhaeuser "4-Square Book of Homes," which contains 148 designs that have already been approved by FHA. Sections of this book are devoted to an explanation of the difference between jerry-built structures and quality construction. This shows how framing should be built and how foundations and basements should be constructed.

The fact that a pre-approved plan is used does not mean that the customer has no selection. He has plenty of opportunity to select various components of his home. That is the reason for the rough price. This brings the customer back to the store to select windows, hardware, plumbing, wiring, lighting fixtures, heating — and so far, most of the customers have become "regulars," even after they've bought their house.

After the local manager is certain of a prospect's sincere interest and reliable credit rating, he turns his name and address over to Clarence Hartman, advertising manager for the company, who maintains his office at the Sullivan store. Hartman goes to the customer with plans, specifications, and contract, and also quotes a rough price, which will vary according to the materials the customer chooses.

Here is where the "sheep are separated from the goats." Hartman collects a token fee of \$45, which is used for loan purposes if (See BUILDING SERVICE page 50)

How to keep your profits

SAFE from BURGLARS

⊕ **Bold burglars** recently broke into a Virginia lumber yard to steal a 500-pound safe—and then stole a company truck to haul it away.

Hardly a week goes by that the editorial office of SOUTHERN BUILDING SUPPLIES does not receive newspaper-clipping accounts of thefts and burglaries in Southern and Southwestern building material offices. If yard owners also read these accounts week after week, they probably would recheck their safes and all entry points, such as windows and doors.

Where it seems impractical to buy a class "E" safe, recommended here, it is wise to consult the manufacturer of the installed safe to determine the safest location and other possible precautions.

In the case mentioned above, the lumber company truck was found the next day. But the safe—containing all company records—was taken to a spot where the burglars could blast their way inside, in safety.

Robbers carried off a small safe from the Terrace Lumber Company in Kingsville, Texas, early this year and cut a hole in the bottom to get to the money. The safe was found two weeks later, near Robstown, in a culvert.

In Richland Hills, Texas, when

burglars feared they were being caught, they fled from the Richland Hills Lumber Company—but not before leaving the firm's safe charged with nitroglycerin. Possible tragedy was averted when neighbors thought they heard someone in the yard and called the police. Later someone "disarmed" the safe.

In March, the Richardson Lumber Company in Pattonsburg, Missouri, was robbed after burglars entered through a window in front of the safe. The safe was dynamited, then papers, books, records,

and money were scattered over the room.

Often burglars are not after money. Numerous accounts appear of cash registers untouched after burglars have cleverly secured entrance into a display room, only to walk off with guns, boat motors, small appliances—even a fireplace form.

Sturdy door locks are not enough to keep them out. The Kansas Lumber Company, Coffeyville, was burglarized after pins were removed to open an outside door. More pins were removed to gain entrance to the main office.

Unable to break locks in doors or windows, burglars entered the Goodson Lumber Yard in Parnelle, Missouri, by removing a part of the outer door and breaking the glass pane in the office door.

Even when there is little cash or few valuable papers left overnight in the safe, the building material company owner must also take into consideration the cost of the safe itself.

When thieves broke into the Phillips Lumber Company in
(See RIGHT SAFE page 50)

Burglars broke into the Tennessee Lumber Company's office in Nashville for the second time recently, to get at the firm's three safes. They finally succeeded in wrecking the lock and door of this one, which contained mostly records. But they also got \$150 in cash for their efforts. Rollers—like those on this safe—have proved helpful sometimes to burglars who preferred to cart away the whole safe.





The contrast between the Cook Lumber Company's old and new stores is shown here. The building at left was used from 1877 until the handsome new store below was occupied. The store building was moved from left to right side of 200-foot frontage at 1514 West Main Street in Louisville, Ky. Store front is of roman brick, with full window "show-case" wall and planter boxes. Shadow boxes on front of center mill building and storage shed at left list Cook's name, main lines, 'phone number.



Completely Remodeled FOR FAST SALES

⊙ **Floor traffic**—and cash sales—have increased by five times since the Cook Lumber Company occupied its completely new store in the heart of busy, industrial West Main Street in Louisville, Kentucky, according to President Herman R. Miles.

Consumers and suppliers alike are amazed at the transformation shown on these pages. The low cost of the job was even more sur-

prising to the trade. Executive Vice-President Don Campbell of the Kentucky Retail Lumber Dealers Association, who was among the 800 present for "open house" on April 30, guessed the cost at over twice the actual amount.

The total yard and store transformation cost approximately \$45,000. It was so little because President Miles planned the improvements personally and then super-

vised the construction and decoration with the use of day labor and subcontractors. The construction on this basis extended from last November 1 to opening day on April 30.

Miles arrived at the store design and display ideas "by experimenting on paper with dolls, after getting some ideas from various publications and store displays."

(See REMODELED STORE page 65)

Modern displays in Cook's new store offer customers choices in types and quality of building materials. The window choices are pictured on our magazine cover this month. An awning window unit, five brands of double-hung wood windows and one each of sliding, casement, and jalousie types are displayed. The swinging display of materials on right-side store wall presents swinging panels of product literature, plastic laminates, prefabricated wallpanels, asphalt roofing, asbestos siding, cedar shakes, aluminum siding, plastic wall tile, prefinished and plain hardwood flooring, and 20 types of doors. At right in photo is President Herman Miles. He personally planned and supervised Cook's store transformation.





Displays in the expanded builders hardware department of the Cook Lumber Company make it easy for handymen and mechanics alike to find the items they need. Factory display boards are mounted on perforated hardboard walls. Other hardware items are on shelves and counter display mounts. Another hardware section joins that seen above to left.

The sales-office area in the new building is spacious, inviting friendly conferences between customers and sales staff at desks. Below, Vice-President J. T. Rowe uses jobber catalog to help customer with selections. Attractive ceiling is made of 4 x 8 fir beams and pre-finished insulated roof deck. Birch slats at left provide distinctive louvered view of private offices and hallway.

The left side of store, below, features an installation of stock kitchen cabinets, finished in fancy birch. The walls are of prefinished walnut plywood. Behind kitchen display wall are the private office of President Miles, paneled in cherry plywood, and a combination drafting and contractor conference room, paneled in maple plywood. Sitting in front of wide window front, the point-of-purchase displays of hardboard and aluminum materials attract Do-It-Yourself customers. House plans are offered on wall and in floor display near window.





At left, R. L. Campbell, the seated general manager, checks material prices in the up-to-date catalog supplied dealer customers by Dealer Service, Inc., wholesale firm in Lee Hall, Virginia. Assistant Manager Leslie O'Hara is at left, and President L. R. O'Hara at right.

Wholesaler's Name Means What It Says

❶ **Quick service** is provided over 150 building material dealers in the tidewater area of Virginia by Dealer Service, Inc., from historic Lee Hall. This is a community of only 300 population on the main line of the Chesapeake and Ohio railway between Chicago and Newport News.

Since 1948, this wholesale firm has fulfilled its name of Dealer Service, Inc., not only in quick delivery of warehouse stocks but in locating specialty building products or items in short supply for its patrons. It was incorporated by the owners of the Yorktown Ice and Storage Corporation, which was formed in 1920 to provide cold storage of fish, and to sell ice and coal.

Since the war this retail firm has concentrated its activities in the sale of building materials, feed, seed, and grain from the home office and warehouses at Yorktown, and from retail yards at Hayes Store, Gloucester Courthouse, and Lee Hall. This year the firm changed its name to the County-City Supply Corporation. L. R. O'Hara, past-president of the Virginia Building Material Association, heads both firms.

A key to the fast and economical delivery service of Dealer Service, Inc., is its joint use of the 12-ton trailer and heavy-duty trucks of the County-City Supply Corp. The material orders of dealer customers (See DEALER SERVICE page 66)

To store packaged 8-foot panels of Marlite prefinished wallboard straight, Manager Campbell designed this rack.



Manager Campbell "invented" the truck seen at left to move large and heavy panels, such as roof decking, into and out of the Dealer Service, Inc., warehouse. The chassis is a pallet of hardwood, mounted on steel casters. The welded upright bar is used to push or pull the truck. Boards fit into "trough" and lean against turnbuckled wire supports.

The 50x150-foot warehouse of Dealer Service, Inc., seen below, was built for economical warehousing of materials. It has floor-high service from mainline railroad in back. Three trucks can be loaded out at a time.



Make more sales with RIGHT-SIZE FANS

⊗ When you sell an exhaust fan, it pays to make sure that it's the right one for your customer's need. For the right size and installation assures a satisfied customer — and he sends his friends and neighbors to you with their fan orders!

Some 28 per cent of the building supply dealers in the South now sell attic, kitchen, and other exhaust fans. And those who tailor the ventilating jobs enjoy more profitable sales.

Before you sell a fan to a customer, find out exactly how many cubic feet of space need to be cooled. Then determine the rate of air changes in order to recommend a fan with the proper cubic feet per minute air delivery to ventilate a given room or area properly.

Calculate in cubic feet the vol-

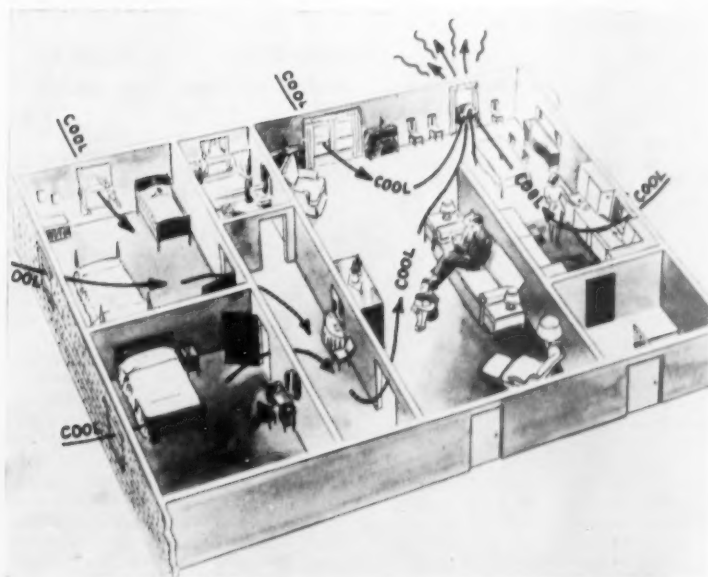
ume of the enclosed space to be ventilated and divide this figure by the number of air changes needed. The answer is the CFM capacity of the fan that should be used.

For instance, a house has 12,000 cubic feet of space and is to have the air changed once every minute and one-half by an attic fan. Dividing 12,000 by 1.5 gives 8,000, so 8,000 CFM is the air-delivery rating of the attic fan that should be used.

To satisfy customers the fans you sell must be able to move the amount of air claimed for them. Fans that carry the "Certified Ratings" label of the Power Fan Manufacturers Association conform to U. S. government commercial standards, and have been tested accordingly for claimed ratings.



The right-size exhaust fan, properly installed in an attic like that above, draws the hot air out of a home and makes it comfortable. The attic fan is quickly turned on downstairs to set cool breezes circulating throughout the house. Hot air is drawn through the adjustable ceiling louvers, seen below.



When properly located and of the right capacity, a window fan can keep several rooms comfortably cool during the hottest weather. The cutaway drawing above shows how the electric fan draws in cool air through open windows in other rooms, and exhausts hot air out one window unit. Fan positioning and capacity are both important to satisfactory installations.

Whole-house cooling and ventilation with an attic or window fan requires an air change once every minute for homes in the South. Where just one room is to be cooled by a fan, the air change needed depends on the type of service the fan is to perform:

For kitchens, an air change every two to three minutes is advisable.

(See RIGHT-SIZE FAN page 67)



YOU AND THE LAW

By ARTHUR L. H. STREET, Veteran Lawyer

Dealer Lost Lien Right

Florida home-owners hired a contractor to install jalousie windows and a jalousied door on a screened porch for \$100 paid down and \$562 paid when the job was completed. The owners assumed that the contractor owned the windows and door, not knowing that he had bought them on credit specially for this job.

The owners made full payment to the contractor without requiring him to produce a sworn statement that all lienors had been paid for services or labor performed, and for materials furnished. The owners could have refused, under Florida law, to pay the contract price until such a statement was furnished them.

Neither did the building supply company notify the owners, as could have been done under Florida law, before the owners made final payment to the contractor that the company had a lienable claim for the price of the windows and doors. But the supply company did file a lien notice within three months after the date of completion of the work, and later sued to enforce the lien.

Deciding that the county circuit court had properly dismissed the suit, the Florida Supreme Court said, in part (*Southern Supply Distributors, Inc., v. Lansdell*, 76 So. 2d 266):

"There was nothing to put the defendants (the owners) on notice that Hubbard (the contractor) did not have the jalousies on hand as his own and subject to sale on open account, but would have to purchase them from a materialman. How, then, could the defendants be expected to protect the rights of materialmen when they had no reason to believe there were any?

"It must be remembered that a materialman or subcontractor, who is in the business of furnishing materials and labor, is in a much better position to know the requirements of the mechanics' lien law than is the ordinary home-owner. The statute provides a way for the materialman to make sure that the owner will hold back enough money from the contractor to cover the price of materials furnished by him to the contractor. He can do this by the simple expedient of giving the owner a notice of intention to claim a lien, as provided by Section 84.04(1), Florida Statutes 1953, F.S.A.

"And where, as here, the owner has no reason to believe that there may be materialmen who have supplied materials to the improvement,

and has no cautionary notice from such materialmen, it would, in our opinion, be inequitable to charge the owner again for the materials for which he has, in good faith, made payment to the person with whom he has a direct contract."

Husband as Wife's Agent

According to a decision of the Florida Supreme Court, a married woman who owns property is not bound by a contract made by her husband for the purchase of building materials unless she authorized him to act as her agent—or assented to what he had done after being informed about it. (*Barton v. Horwick*, 78 So. 2d 569.)

This decision involved an interpretation of a Florida statute. In short, the mere fact that one happens to be the husband of an owner of real estate does not automatically make him her agent in the management of the property. The decision is probably in line with what courts in most other states would be likely to declare in similar cases.

Individual Liable on Bills

A Louisiana contractor had bought supplies for use in his business as an individual operator. Becoming involved financially, he later organized a corporation to operate his construction business, becoming its president and general manager. He continued to order materials in his own name and the supply company invoiced them to him individually, not knowing that a corporation had been formed.

The bills probably could have been enforced against the construction corporation except for the fact that it became insolvent. The dealer sued the individual on the bills and was awarded judgment by the Louisiana Court of Appeal, New Orleans. (*Jahncke Service, Inc. v. Heaslip*, 76 So. 2d 463.)

The court said that the fact that some checks that had been sent to the dealer covering bills were checks of the corporation did not put the dealer on notice that it was dealing with the construction corporation. The court added that "as the Court of Appeal for the Second Circuit, in an almost identical situation, said in *Three Rivers Hardwood Lumber Co., Inc. v. Gibson*, 181 So. 607, 609:

"The fact that the two checks

bearing the name of the William Lorimer Lumber Company and signed by defendant were accepted as payments on the account is not especially significant. It is well known that occasionally, although perhaps not frequently, a company issues and delivers its check in payment of or as credit on an individual and personal account of an employee."

No "Fast and Loose" Play

"If the owner of land stands by and allows another who is in possession of the land to represent that he is the owner, and on the faith of such representation obtain materials for the construction of a house upon the land, the owner will not be allowed to reap the benefits of the fraud he has permitted but his property will be subjected to a lien for the materials so obtained. And so, if the owner stands by and induces a mechanic or materialman to give credit to another as the owner, he can not defeat the lien therefor by claiming ownership."

The Florida Supreme Court lately quoted the above rule of law, in deciding that a construction company had acquired a valid lien against property in such a case. (*Kimbrell v. Fink*, 78 So. 2d 96.)

But, unfortunately for the contractor, he lost his lien by failing to start proceedings to foreclose it within the one-year limit fixed by the Florida statutes for bringing a court proceeding to foreclose a lien.

Skin Divers Lay Sewer Aided by New Pipe Joint

Skin divers — equipped with underwater breathing apparatus, engineering "know-how," and the new grout-inflated pressure joint on vitrified clay pipe—have successfully completed a thrice-discarded sanitary sewer system for a Coral Gables, Fla., housing development.

This 400-unit development is on a site two-to-five feet below sea level.

The first municipally-owned sanitary sewer system in southern Florida, the project will include more than 65 miles of clay pipe, ranging from 6" to 21" in diameter.

Three sections of two lengths each were placed erect on the trench bank and hot-poured bituminous joints made. After the joints of all three sections had set for safe handling, the two-length sections were laid horizontally on a wooded ladder-like platform. The joints joining these sections then were made, utilizing 1½" asbestos snakes.

In some cases, the pipe was laid in trenches flooded with up to 10 feet of water.

Sales of pre-mixed cement products soar in season for the West Lumber Company in East Point, Ga., when this simple but striking display takes "the center of the stage" in the opened-up shed alongside a traffic thoroughfare. It reminds motorists of a job they want to do. Listing of prices, showing the substantial savings in buying the "king size" bag, moves 'em faster. Small stores of the three types of dry mixes are handy behind the sign, for the pick-up trade.



DRY CEMENT MIXES pay double profits

❖ Because it is so easy to sell and use, packaged dry-mixed cement yields double profits on nearly every sale. Most dealers make a greater profit on the mix itself — and the mechanic or handyman who buys it usually goes out of the store with a tool or some other

material that is required for the use of dry-mixed cement.

"Cement mixes have been responsible for thousands of families getting on the Do-It-Yourself bandwagon," asserts Ross Hanahan, president of the Carolina Lumber and Supply Company in Atlanta,

Georgia, wholesalers and retailers.

The problem and muss of mixing sand or gravel with cement previously stopped many home-owners who were perfectly willing to go on with more difficult stages of a masonry building or patching job, he explains.

"A little direct-mail advertising and suggestive selling in the store, aided by the word-of-mouth publicity of satisfied home-owning customers, have made a big seller out of packaged cement mixes," Hanahan declares. The result is that in 1955, home-owners alone are expected to buy over 15,000,000 bags of this handy material!

But, as one mix producer points out, customers must be sold on the relative simplicity of the product and what it can do for them. Even housewives have become convinced that "just add water" is as simple with cement mixes as "just add milk" is with cake mixes. However, most of them are likely to let their husbands do the mixing and pouring, while they do the light "finishing" of the job.

In plants scattered across the Southland, manufacturers scientifically combine the ingredients and package them to provide the three basic mixes — dry-mixed concrete, patch, and mortar.

Ready-mixed concrete or gravel mix is used for walks, steps, setting posts, flagstones, fence posts, pools, well covers, curbing, boat anchors . . . wherever strength is a prime consideration.

Sand mix or dry-mixed patch is used to patch stucco, concrete,

The tightly-sewed kraft bags of dry-mixed concrete and mortar are easy to handle in and out of dealer's warehouses on wood pallets with the aid of a tilting hand truck or a fork-lift. The narrow, long packages stack snugly together in a minimum of space. Kept dry, they promise a good mix whenever bought and properly diluted with water.



40 Wood Species Panel UT Botany Room



❶ **Forty different kinds** of woods are used as paneling for the conference room in the botany building at the University of Texas.

The idea for such a room — one which would both display species for study purposes and also offer a beautiful and appropriate botanical decor — was conceived by several members of the botany staff. It finally was accomplished under the direction of Dr. Charles Heimsch, professor of botany.

Dr. Heimsch wrote various lumber-producing firms describing the project. A dozen firms responded enthusiastically by donating specimens, some even paying the freight charges. After 18 months of collecting the 40 species, the Calcasieu Lumber Company in Austin, under contract, finished the woods to a uniform thickness and glued narrow pieces into wider panels.

University architects drew up the plans and supervised the installation. But every member of the botany department helped decide on the arrangements. Some woods are grouped scientifically and some esthetically.

All panels and trim are finished with three coats of white shellac, each coat sanded, and then waxed. This preserves the natural color, grain, texture, and figure of each specimen.

A chair rail which runs around the entire room has an inset cut out under each panel specimen to hold a name plate under glass. This rail is of solid figured red

gum, and the base under the panels is of red gum plywood.

Dr. Heimsch asserted that "in assembling the woods for this purpose, we tried to obtain as many different kinds of American woods, primarily of the United States, as we could. Some woods of local interest but of little economic interest — such as mesquite, china-berry, and juniper — did not prove to be available. We have also left out a few important woods, but for the most part, the display includes the majority of the more important woods in our commerce."

Firms that contributed paneling for the botany conference room include the Angelina County Lumber Company, Angelina Hardwood Sales Company, E. L. Bruce Company, Calcasieu Lumber Company, California Redwood Association, Kirby Lumber Corporation, Kurth Lumber Company, Southern Pine Lumber Company, Texas Long Leaf Lumber Company, West Coast Lumbermen's Association, Weyerhaeuser Sales Company, and Wood-Mosaic Company.

The room has proved to be so luring to visitors that the University of Texas printed a booklet of botanical notes on the species represented.

A part of the "Foreword" to this booklet sums up the factors that have made wood the leading building material of the past — and that assure its bright future:

"There are few substances as significant to man and his well-

being as wood, one of the most important of all plant products. Its principal use, as a structural and building material, stems from its availability, relatively great strength, durability, and the fact that it is easy to work and to fasten. That it can be readily finished to present an attractive appearance is basic to many of its uses. Variations in physical and structural properties make it possible to select specific woods for a wide variety of different purposes."

Plywood Log Shows Off on Cross-Country Tour

Large enough to supply plywood for the construction of about 21 average American houses, a plywood peeler log traveled from Portland, Ore., to Atlanta, Ga., on a 4,500 mile good-will tour. It served as the Oregon State Junior Chamber of Commerce float in the "Parade of States" at the national Jaycee convention in the Georgia capital, June 20-24.

The huge 1,000-year-old Douglas fir tree section was harvested in the vast Oregon forests of the Georgia-Pacific Plywood Co. It was 24 feet long and 7 feet in diameter. On the good-will tour it crossed 22 states and visited 28 major cities on its special truck.

"The Big Log" finally was hauled to Augusta, Ga., home of the Georgia-Pacific Plywood Co. and key Southern lumber city, where it is on exhibit.



SPLIT-LEVEL PLAN

offers more house per dollar

☛ **Ideal** for making economical use of a lot that slopes excessively to one side is this plan for a split-level house. However, it may also be used on a level lot by partial excavation.

This plan is also ideal for families with older children, since the sleeping and entertaining areas are completely separate.

A long hall extends from the front entry so that guests — or children with muddy feet — can go directly to any part of the house. Thus the younger set can direct their friends to the activity room without having to go through the living room.

A half bath across from the activity room can be reached without going up or downstairs or invading the bedroom area at all.

The upper floor of the split-level half contains the sleeping area — three bedrooms and two complete baths. Two of the bedrooms have closets half the width of the room, and the master bedroom — which measures 16'6" by 13' — has a walk-in closet.

The lower part serves as a recreation room, utility area, or could even be made into a garage. Both levels are reached by either ascending or descending just a few steps.

The living-dining area of the house contains both a living room and activity room. They allow both adults and young people to entertain at the same time without disturbance.

Both a full dining room and dinette provide for either formal or informal eating. The long, narrow kitchen provides ample storage and work space, yet saves the housewife from taking many unnecessary steps.

Opening off both the kitchen and the activity room is a 16' by 10' screened back porch—a comfortable rarity these days!

SORRY, BUT no blueprints are available on this house plan or others in this series. You're welcome to adapt the floor plan or elevation to your own needs.



BUILDING SERVICE

(Continued from page 40)

the loan is approved and which is returned to the customer if it is not approved. But this token payment makes sure the prospect is in earnest.

"Heretofore, contractors have brought in their bills of materials for us to bid on," Hartman explained, "But under this system we invite the contractor to bid on the labor only. Since the customer makes his first contract with us, we are able to control the job and the contractor contracts with us to build the house and we furnish all the material."

"From the material lists and the labor price, we are able to make a firm price within two per cent of the finished total," Sturm added.

Instead of alienating contractors, the Powell Lumber Company's home-building plan has proved popular with them. Sturm said that contractors are coming in at all the yards to see if deals are about to be closed and ready to make their construction bids.

This is also helping local contractor business with the yards. It is generally increasing volume, since contractors feel that if they are regular and important customers of the yard, they will have a better chance. And, of course, this is true.

One of the important selling arguments, according to Sturm, is the fact that Powell management can tell the customer that they can not afford to build cheap houses, but must build a quality home because they back every detail.

"Most people want to build a \$20,000 home on a \$9,000-home income," Sturm said, "and we must explain to them how impossible it is. Then we must show them why the home must be built to fit their income or their ability to pay a certain monthly payment. Sincere prospects are quick to realize the truths we give them."

Promotion of the Powell plan has been effective with newspaper and direct-mail advertising being used along with radio and motion-picture theater trailers. Some television promotion is being prepared.

One particularly effective direct-mail piece was an eight-page newspaper tabloid size one, in which the first page was an invitation to visit the home-planning center. The

back page was devoted to plan, financing, and construction data. Throughout the other pages were advertisements of the various lines stocked by Powell yards, along with prices.

"Most small towns are under-built because they have been unable to get loans," Sturm pointed out. "This is the biggest field in homebuilding today. Our planning centers bring in many people of low or moderate income to talk about building their own home."

Hartman added that "we believe as a lumber company we have an obligation to give everyone an opportunity to buy or build a home. One benefit of our home-planning system is to take the headaches and risk out of the deal for the prospective home-owner."

RIGHT SAFE

(Continued from page 41)

Marshall, Missouri, their total loot was only \$69.62. But the company lost two safes. The burglars climbed the fence and entered the building through a window. Then the safes were pushed into a back room where they were pried open and ruined with a crowbar, hammer, and chisel.

Thieves took care of a Kansas City roofing firm's safe by dropping it out the window of the second-story office. The door apparently was opened by the impact.

Two burglars failed to get into the safe at the Lipsey Lumber Company in Lambert, Miss., but the damage they caused amounted to \$125,000. While trying to open the safe with a blow torch, they set the building on fire. The night watchman saw them escape over the fence as he was turning in the fire alarm.

Insurance companies and safe manufacturers point out that class "E" safes are the only ones that offer real security for the businessman.

When such a safe is installed, insurance companies have been known to lower burglary protection rates as much as 60 per cent. In any case, they say that the lower rates will pay for the safe in a reasonable length of time.

An indirect advantage of this type of safe is that when a burglar of any experience sees it, he usually knows he is wasting his time. Since most potential burglars

enter a place of business at least once during business hours, to plan their methods of entry and to locate the safe in advance, the sight of a class "E" safe often thwarts their plans and saves damages to doors and windows—or the whole yard in the case of the Mississippi firm's fire.

Class "E" safes—made by a variety of manufacturers—feature a steel door three inches thick. When a burglar inserts a drift pin through the combination and knocks the lock off the back of the door, the door still cannot be opened. As soon as the lock is $\frac{1}{8}$ " off center, all bolts automatically deadlock.

The round door of a class "E" safe fits with such close tolerances that there is no room to pry it off or even to set a charge of dynamite.

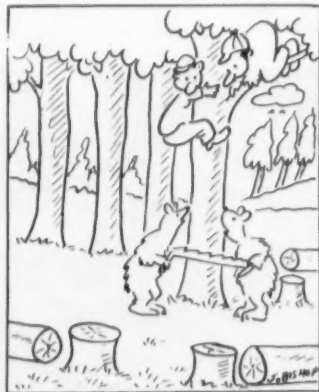
As for removing the safe for a better try at getting in to its contents, even a 32-inch by 16-inch model weighs over half a ton. It also comes equipped with fastenings to secure it to the floor.

Pumps Roof Concrete

The advantage of machine placement of vermiculite concrete for roof-decks was graphically shown at a special demonstration during the 14th annual Vermiculite Institute convention at Ft. Lauderdale, Fla.

Only two hours were required to place a 2,500 square-foot roof deck by using a machine which pumped the concrete to roof-level and applied it by hose.

The technique is believed to be practical for low-pitch or flat roof construction on new homes, according to Zonolite Co., Chicago, miner and processor of vermiculite.



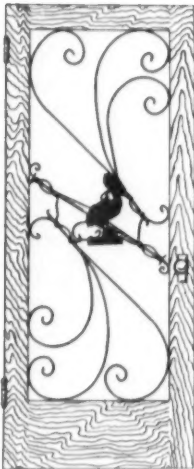
"Well, no matter what you think, I still don't like bears."

(HANG UP)

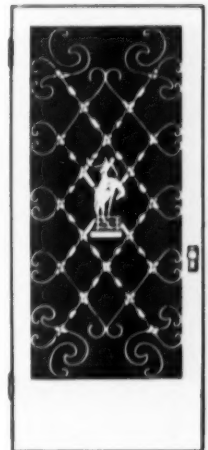
YOUR CUSTOMERS PREFER THE STRENGTH AND BEAUTY OF

PATENTED
HUTCHINSON'S

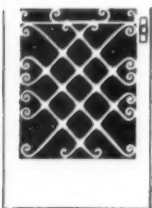
Scro-Grills



Eagle, girl, pelican or bird motif. Built for service. Three bars in center, scrolls to top of door. Aluminum only. Packed 1 to carton—6 in case. Pat. No. 2,562,428. Ask for M-O-ADJUSTS. More for the money. Outstanding quality. List \$5.75.

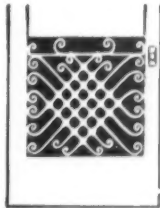


XC, Cowboy—Very beautiful, strong, an ornamental masterpiece, the most imitated grill on the market. Adjustable. Many different Silhouette Designs cut from sheet aluminum, some illustrated here. Packed 6.



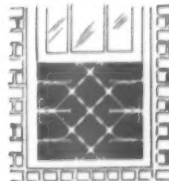
List \$3.25

BR5—Strong, permanent brace. Fast seller. Keep a good supply in stock. Height 45" to 49" on 3-foot door.



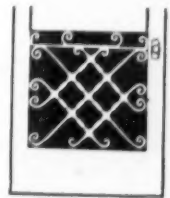
List \$3.25

BR2—This is the best guard made. Has adjustable bar at top. A sure-stop close-mesh protector. Sturdy appearance.



List \$2.25

W-3, Window Guard — The big-volume seller worth stocking in quantity. Protection for women and children's bedrooms. Keeps prowlers out of homes, apartments, stores, offices, motels. Quickly attached to window frames. Adjustable to fit. Packed 6.



List \$2.25

BR1—Has bar at top. Grill adjustable by sliding along bar. Height, 34" to 38" on 3-foot door. Packed 6.

"EFFORT PROTECTING" JOBBERS TO DEALERS

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R. H. HUTCHINSON & CO.

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HELPFUL Booklets FREE

7-1. Galvanized Attic Louvers. Louv-R-Pak attic ventilating louvers are described in a new catalog sheet. It lists more than 30 sizes and pitches to fit any installation need. Made of galvanized steel, they have 8 x 8 mesh screen wire attached to the back. Louv-R-Pak, Inc., Dept. SBS, P. O. Box 1841, Fort Worth 1, Tex.

7-2. Pallet Trucks. Loads up to 1,200 pounds can be picked up and moved by one man with the Anco tilt-truck. Illustrative folder shows photographs of the two operations involved — slipping the base plate under a pallet and tilting back to roll easily to desired location. Anthony Truck Co., Dept. SBS, Paducah, Ky.

7-3. Wood Preservatives. The King Chemical Co.'s preservatives are described in a catalog, "Coppo Preservative for Wood," and a booklet on Pentachlorophenol, "A. B. C.'s of Wood Preservation." A third is especially for dealers, "The Sales-maker Twins Make More Preservative Profit for Dealers." King Chemical Co., Dept. SBS, 2342 S. Lauderdale, Memphis 6, Tenn.

7-4. Wallboards. Literature is offered describing Plastergon's complete lines of laminated fiber wallboards, along with Lockaire Paintcoat interior and Asphaltic sheathing insulating boards. Free samples offered. Plaster Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

7-5. Concealed Sash Balance. The Hidaift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.

6-1. Plastic Tileboard. New color chart shows AFco prefinished wall-panels in 11 decorator colors. The panels have trimmed edges to permit easier installation and perfect fit. Free spreaders are attached to waterproof cement. Moulding catalog shows "chromodized" mouldings that will not rub off black. A and F Tileboard Co., Inc., Dept. SBS, P. O. Box 4085, Alexandria, La.

6-2. Window Sash Balances. Full catalog, which appears in *Sweet's Architectural File*, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

6-3. Home Insulation. Catalog tells

the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, Dept. SBS, 500 Baker Arcade Building, Minneapolis 2, Minn.

6-4. Tension Screens. Consumer folder tells how Springtite tension screens are assured permanent perfect tension by a patented coil spring feature. It shows how easily they are installed or taken down. Springtite Screen Manufacturing Co., Dept. SBS, 1671 Jonesboro Road, S. E., Atlanta, Ga.

6-6. Aluminum Jalousie, Doors, Windows. Two-color folder describes Vacol aluminum jalousie door and such features as no-sag corners and key lock. Folders also are available on jalousie windows. Consumer literature describes both doors and windows. V. E. Anderson Manufacturing Co., Inc., Dept. SBS, Owensboro, Ky., and Bradenton, Fla.

6-7. Asphalt Shingles. Flintkote tapered strip asphalt shingles are pictured in full color in a new consumer folder. Shown are Shado-Kool gray, Shado-Kool green, Shado-Kool red, gray, green, and brown. The Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

5-1. Flush Doors. Full-color brochure shows why there is more value in Atlas plywood flush doors. They are made in three grades — Estate, with faces of selected book-matched veneers; Suburban, with veneers matched for pleasing effect, and Metropolitan, an all-purpose, economy-quality, stain door. Atlas Plywood Corp., Dept. SBS, Statler Building, Boston 16, Mass.

5-2. Light Fixtures. Full-color catalog shows the complete line of Moe electric light fixtures. Various models are suggested as appropriate for different spots in the home. Moe Light, Dept. SBS, Fort Atkinson, Wis.

4-2. Stamped Metal Shapes. Booklet describes Campco's complete metal stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., P. O. Box 3636, Charlotte, N. C.

4-3. Aluminum Roll Roofing. Quaker State cross-corrugated roofing and siding is explained in a new catalog sheet. Photographs show how easily and quickly this roll roofing is applied, eliminating side laps and leaks. Quaker State Metals Co., Dept. SBS, Lancaster, Pa.

3-1. Masonry Wall Reinforcement.

Bulletin shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

3-2. Plastic-Finished Panels. Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Woodpanel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

3-3. Garage Doors. Fully-illustrated catalog describes Calder Wedge-Tight residential and commercial overhead sectional garage doors. It includes complete installation details and electric operator data. Calder Manufacturing Co., Dept. SBS, Lancaster, Pa.

3-4. Locksets, Hardware. "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

2-1. "Standardized Casing and Base Patterns of Western Pine and Associated Woods" shows full-size details of 114 newly-standardized patterns. This 16-page folder is punched for insertion in 3-ring binders. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

2-2. Window Sales Aids. Ware Laboratories, Inc., Dept. SBS, P. O. Box 37, Riverside Station, Miami, Fla., offers to dealers free colorful mailing stuffers and technical catalogs. They cover Econ-O-Ware, Econ-O-Wall and Ware weatherstripped awning windows; WareTite jalousies; casements and projected windows.

2-3. Built-Up Roofs. A new 80-page manual gives all information for designing and erecting long-lasting, quality built-up roofs. It is produced especially for contractors, builders, architects, and engineers. Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.

2-4. Exterior Plywood. "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

2-5. Prime Aluminum Windows. Well

illustrated brochure shows complete Alda line of aluminum windows. It lists specifications of horizontal, picture, vertical sliding aluminum windows; gives details of basement, utility, screen, and storm sash. Alda Manufacturing Co., Dept. SBS, Cherry and James Streets, East Hartford, Conn.

2-6. Steel Door Frames. Colorful folder gives specifications and standard sizes available for Standard all-steel door frames. Construction points are explained and sketched to show why Standard is sturdier. Southern States Iron Roofing Co., Dept. SBS, Savannah, Ga.

2-7. Sash Balance, Weatherstrip. Master-Matic combination sash balance and weatherstrip is described in a new folder. It tells how this unit is designed especially for pre-fit window manufacturers and describes installation details. Another folder describes Master-Matic removable sash hardware for use with the one-piece sash balance and weatherstrip unit. Master Metal Strip Service, Inc., Dept. SBS, 1720 N. Kilbourn Avenue, Chicago 39, Ill.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

23. Heatilator Fireplaces. Illustrated booklet gives complete information on famous Heatilator unit. Describes the many advantages of the steel fireplace form including smokeless operation, heat circulating feature. Builders are assured of perfect operation—never plagued with complaints. In many areas Heatilator Fireplace is the only source of heat needed in the home. Heatilator, Inc., Syracuse, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

85. Farm Book. New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selec-

tive distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13905 Miles Avenue, Cleveland, Ohio.

95. Paint Thinner. Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Juluin St., Savannah, Ga.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash.

141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows are Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

163. Perimeter Heating. Informative folder describes correct method of laying clay pipe for warm air heating ducts. Gives sizes and specifications of pipe required as well as plan for model system. To obtain, write: W. S. Dickey Clay Mfg. Co., 922 Walnut Street, Kansas City 6, Missouri.

201. Laminated Panels. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plank-weld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., 55 West 44th St., N. Y. 36, N. Y.

203. Fiber Glass Insulation. A new booklet, "Fiberglass Insulations for Light Construction," includes design

and application data on Fiberglass roll blankets, batt blankets, pouring wool, perimeter insulation, and utility batts. It also gives information on condensation, ventilation, and other insulation design considerations. Owens-Corning Fiberglass Corp., Toledo 1, Ohio.

239. Aluminum Tension Screens. A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.

285. Panel Windows. A new folder shows models and sizes of National Woodworks panel windows. Unit dimensions for rough wall openings are given for group, single, and ribbon units. National Woodworks, Box 5416, Birmingham 7, Ala.

287. Rosboro Lumber. "The Story of Rosboro" is a new booklet that tells the history and aims of this producer of Western woods. Photographs show logging operations, aerial view of the plant, and other steps involved in producing Rosboro kiln-dried lumber. Rosboro Lumber Co., Springfield, Ore.

289. Folding Doors. A new presentation booklet covers advantages of an advertising material for Veniflex folding doors. Color chips show finishes available. A chart lists prices and shipping weight for various models and sizes. Consolidated General Products, Inc., Dept. SBS, P. O. Box 7425, Houston 8, Tex.

303. Wood Preserving Process. TaCo-Wood and the new process by which it is preserved is explained in a dealer folder. Actual photographs of TaConized and non-preserved wood are shown for comparison. Longleaf Lumber Co., Inc., 1094 Huff Road N. W., Atlanta, Ga.

305. Metal Lath Accessories. Catalog shows photographs and gives descriptions of Alabama metal lath and accessories. Two other brochures are offered to dealers—one giving specifications on hollow wall steel studs and the other on casing beads. Alabama Metal Lath Co., Inc., Dept. SBS, P. O. Box 992, Birmingham, Ala.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Ga.

July, 1955

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

Circle numbers below. Bulletins and catalogs will be mailed promptly.

7-1	7-2	7-3	7-4	7-5
6-1	6-2	6-3	6-4	6-6
6-7	5-1	5-2	4-2	4-3
3-1	3-2	3-3	3-4	2-1
2-2	2-3	2-4	2-5	2-6
2-7	19	23	47	85
87	95	107	141	163
201	203	239	285	287
289	303	305		

product parade...



FOLDING ROOM DIVIDER

The Hufcor folding door provides privacy as well as an effective sound barrier when one part of a room needs to be divided off, such as a dining area. It is made by the Hough Shade Corp., Dept. SBS, Janesville, Wis.

Door covers for the new Hufcor door are of five-ply, laminated construction. The outer ply is washable, sun-fast vinyl plastic which will not chip or crack.

Covers are interchangeable, simplifying changes in decor.

Write for P243. Use coupon page 62.

SCREEN HOUSES

The Vulcan line of materials for aluminum screen houses includes channel members, bolts, canvas, and anchorage. It is shipped in lineal foot lengths by the Vulcan Metal Products Co., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

Vulcan offers blueprints that show every detail for construction, priced at \$5 a set.



These aluminum screen houses can be built in various sizes appropriate for patio use, lawn summer house, playhouse, outdoor eating area, and similar purposes.

Write for P244. Use coupon page 62.

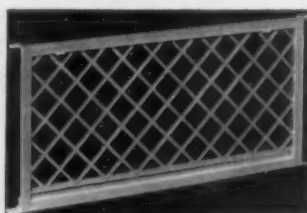
3/8" RIB LATH

The Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala., announces a new lath in its "Four A Quality" line.

Seven 3/8" ribs spaced 3 3/8" O. C. give this lath extra rigidity, making it ideal for floor, or ceiling construction, or for 2" studless partitions. Made of copper alloy steel and painted black, this lath permits spacing of supports up to 24" O. C.

One of the most outstanding features of this lath is the smooth lap. Outer edges are 1/8" inverted ribs. The small-mesh design reduces plaster waste.

Write for P245. Use coupon page 62.



FOUNDATION VENTS

The Max Air aluminum foundation vents provide maximum free-air space for residential foundations and have a full 1/2" fin on all four sides to speed wall construction. Max Air vents are made by the Alabama Wire Co., Inc., Dept. SBS, P. O. Box 562, Florence, Ala.

This fin permits a better bond to brick and block walls and makes a solid wall with vents sealed in as an integral part.

The vents are designed in four patterns — large herringbone, small herringbone, small diamond, and big diamond. They are available with aluminum mesh screen attached securely at all points of contact.

Write for P246. Use coupon page 62.

D-I-Y ALUMINUM SCREENS

The Homecraft Corp., Dept. SBS, P. O. Box 165, Decatur, Ga., has introduced an aluminum screen that is easily assembled by the Do-It-Yourself handyman.

A consumer folder both describes and illustrates eight steps for making an aluminum frame of any size. Another instruction sheet makes assembly and hanging of the screen simple.



The components available for making the screens include six aluminum frame pieces and six U-shaped splines; one cross bar, four corner locks that fit into the mitered corners, two half-way inserts, which lock the four side pieces; two screen latches, two ball head screws, two top hangers, and fiberglass screen cloth.

To help the dealer merchandise these screen packages, the manufacturer offers a colorful corrugated merchandiser with 48 assorted sizes for full or half-frame screens.

Write for P247. Use coupon page 62.

D-I-Y ALUMINUM WINDOW

Two aluminum windows easily installed by Do-It-Yourself enthusiasts are announced by the Alumatic Corp. of America, Dept. SBS, 2081 South 56th Street, Milwaukee, Wis.

The "Easyslide" combination storm and screen window has three separate channels in which storm and screen panels slide. Each panel can be raised or lowered to any desired ventilating position. It features full-length tension-seal weatherstripping.

The companion budget-priced

NOW...for a bigger share of the
home improvement market...this great
Johns-Manville flooring combination



**1. Johns-Manville Terraflex®
Vinyl-Asbestos Tile**

(1/16" thickness)

... the floor tile that offers the long-time beauty and easy care every homeowner wants. Made of vinyl plastic and asbestos, Terraflex maintains its surface sheen and clear, marbled colors for years ... yet it costs no more than ordinary floor covering. And ... for the easiest installation ever ... Terraflex can be cut to fit with scissors.

**2. New Johns-Manville
Terraflex Adhesive**

(Brush-on Type)

... brushes on as easily as paint ... practically colorless ... eliminates troweling ... lets your customers apply Terraflex tile easier and faster than ever ... on concrete above or below grade ... on practically any type of floor or wall surface.



Here's the new Johns-Manville flooring sales combination that can build greater volume and profits—J-M Terraflex tile and the new J-M Terraflex adhesive that your customers simply apply with a brush.

These two nationally advertised Johns-Manville products offer a complete new avenue of related sales volume. You can offer your

customers the ideal combination of the finest in flooring ... Terraflex Vinyl-Asbestos tile ... and the time- and labor-saving advantages of the newest in adhesives ... Terraflex adhesive.

For complete information about Terraflex adhesive (brush-on type) and Terraflex tile, write Johns-Manville, Box 158, New York, New York.



Johns-Manville

"Supreme" combination storm and screen units also are of 63 ST 5 extruded aircraft aluminum. They, too, eliminate storage problems, becoming screen windows in summer and storm windows in winter.

Write for P248. Use coupon page 62.

VENTILATING FANS

Miami-Carey has announced a complete new line of ventilating fans, known as the engineered fan line. The fans are made by the Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.



The fans are made in 8" or 10" models, with chrome or white enamel grilles. Ten models for wall, through ceiling, and combination wall-and-ceiling fit any fan specification. Motors are guaranteed for five years.

The fans feature one-piece grille, snap-in propeller and motor assembly for easy cleaning, neoprene grommet mount for vibration-free operation, and weather-sealed louver.

Write for P249. Use coupon page 62.

JALOUSIE GLASS

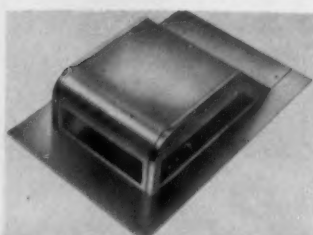
A patterned glass especially for use in jalousies, counter dividers, and shelving is announced by the Blue Ridge Glass Corp., Dept. SBS, Kingsport, Tenn.



This "Temedge" glass is made in strip widths from 3" to 6" with both long edges rounded and fire-polished. It is semi-tempered to give it strength against impact three to four times that of regular glass. The pattern is on one surface.

Write for P250. Use coupon page 62.

ALUMINUM ROOF LOUVER



The Lo Man Co Series 700 roof louver, made by the Louver Manufacturing and Supply Co., Dept. SBS, 5807 West 36th Street, Minneapolis 16, Minn., is constructed of heavy-gauge aluminum.

Three sides of the louver are open for maximum ventilation. Eight-mesh screens installed on the outside keep insects out and prevent clogging leaves. Three models are available, with 30, 50, or 70 square inches of free area.

Write for P251. Use coupon page 62.

AIR-CONDITIONER LINE

Shana Manufacturing, Inc., Dept. SBS, 188 West Randolph Street, Chicago 1, Ill., has introduced an extensive line of combination air-conditioning and heating units.

The line includes 24 different sizes in complete self-contained cabinets. It consists of 2- and 3-ton air-cooled or water-cooled combination units, either oil- or gas-fired. Their capacities are 85,000, 105,000, or 130,000 BTU at bonnet.

A common top over heating and cooling plenum contains factory-installed automatic dampers. This provides the greater CFM quantities needed on this cooling side.

Write for P252. Use coupon page 62.

ASPHALT SHINGLE

Shadow-Accent asphalt shingles are custom-designed to give the home graceful and sweeping lines. They are made by the U. S. Gypsum Co., Dept. SBS, 300 West Adams Street, Chicago, Ill.

These shingles are recommended for new construction and for re-covering existing roofs. They are extra heavy at the weather end to resist wind, wear, and water. The mineral granule surface gives them high fire resistance.

Write for P253. Use coupon page 62.

"KING SIZE" CLAY PIPE

To meet a growing demand for longer, larger pipe, the Logan Clay Products Co., Dept. SBS, Logan,

Ohio, now offers its vitrified clay products in "king size."

The longer pipe is available in 3', 4', and 5' lengths, in slip-joint or regular bell-and-spigot types. The 5' lengths are now being made in 18", 21", and 24" diameters, and will ultimately be offered in 15", 27", and 30" diameters.

Write for P254. Use coupon page 62.

HOME MUSIC SYSTEM

"Music-Master" is a home music system that sends radio or phonograph music through extension speakers to any room in the house. It is made by New Castle Products, Inc., Dept. SBS, New Castle, Ind.

Installed for about \$25 a room, the system brings the same type of piped



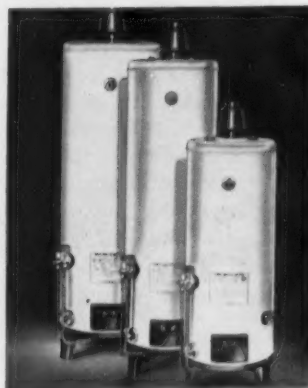
music which has successfully been used in factories and business establishments.

The housewife can dial a radio program or put on a stack of records and listen as she works throughout the house. Any member of the family can listen in his own room without disturbing other members.

Write for P255. Use coupon page 62.

GAS WATER HEATERS

The W. L. Jackson Manufacturing Co., Dept. SBS, P. O. Box 26, Chattanooga, Tenn., announces two new water heater lines—the R300 (stand-



Yours for the asking...



8 sales aids

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to help you sell
Pressure-Creosoted Wood

1. Newspaper mat on economical fencing using pressure-creosoted fence posts.
2. Newspaper mat on fence post replacements.
3. Newspaper mat on pole frame construction with pressure-creosoted poles.
4. Book on plans for farm and ranch structures.
5. The story of Terrance the Terrible Termite and unprotected wood.
6. Fences That Pay tells the farmer why he'll save money with pressure-creosoted fence posts.
7. Build and Save gives many important pointers on good pole frame construction.
8. Fence Planning Saves explains good fence layout.

Agricultural Extension Section
United States Steel Corporation
525 William Penn Place
Pittsburgh 30, Pa.

- ☐ Please send me complete details on the United States Steel free merchandising program.
- ☐ I am interested in pressure-creosoted post, pole and lumber dealership.

Name

Address

City State

UNITED STATES STEEL

ard) series and the R500 (master) series.

The standard models feature a thermostat for automatic control; pilot light filter and valve; safety shut-off; sediment trap; heavy-gauge steel flue baffle; internal and offset flue type tank, hot dip galvanized inside and out; blanket-type Fiberglass insulation; locked seams in the jacket to eliminate "raw" edges; magnesium anodic protection for greater tank life, and other superior features. Warranties are for three and five years.

The master series models are similar to standard models except that they are of heavier construction, trimmed in sparkling chrome, and carry guarantees of five and 10 years.

Write for P256. Use coupon page 62.

7-SECTION DOOR



The Windsor Door Co., Inc., Dept. SBS, 2284 Jericho Turnpike, Garden City Park, L. I., N. Y., has announced a seven-sectional garage door, called the "Seven-Won-Dor."

This all-steel quality garage door offers the following: bonderized construction; 16 ball-bearing rollers for finger-tip operation; engineering for less head room and snug fit; tight interlocking of sections.

The Seven-Won-Dor is made in all standard sizes, including double and special dimensions, with or without glass inserts.

Write for P257. Use coupon page 62.

STEEL GARAGE PACKAGE

Home-owners can erect their own sturdy garages within a few hours with one of the new packaged steel garage units offered by the Steelcraft Manufacturing Co., Dept. SBS, Ross-moyne, Ohio.



Several sizes are available, including a double-car garage. They are priced at \$399, \$449, and \$625 from the factory.

Each unit includes an overhead door with lock, key, and necessary hardware. Walk-in doors and window kits, complete with required framing and flashing, are available as extras. Since the garages are of steel, they are not subject to warping, swelling, shrinking, or cracking.

Write for P258. Use coupon page 62.

OUTDOOR LAMPS

A line of ornamental iron outside lamps is announced by the Tennessee Fabricating Co., Dept. SBS, 1490 Grimes St., Memphis, Tenn.

Both lamp and bracket are cast in high-grade aluminum, finished in Swedish black. The lamp has frosted glass panels to add beauty and give diffused light. They are furnished for flush-wall mounting or attachment to the corner of a structure to provide light on both sides.

Write for P259. Use coupon page 62.

PICKET FENCE

The beauty of traditional picket fences is now combined with the claimed advantages of permanent, maintenance-free existence in components of aluminum fencing. It is offered by the Reynolds Metals Co.,



Dept. SBS, 2500 South Third Street, Louisville, Ky.

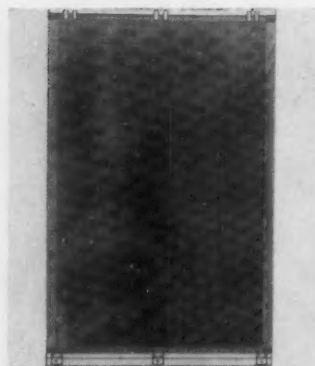
This picket fence can be assembled from aluminum gate posts, corner posts, pickets, and stringers. The gate posts stay in plumb to assure perfect operation of gates. Corners are of heavy-gauge aluminum for greater rigidity.

Reynolds also offers aluminum garden borders and a fan-shaped trellis.

Write for P260. Use coupon page 62.

TENSION SCREENS

Sashco aluminum tension screens are said to be so simple to install that a housewife can install her own. They are announced by the Southern Sash Sales and Supply Co., Dept. SBS, 818



20th Street, Sheffield, Ala.

The Sashco screen hangs on brackets, comes down as easily as a window shade, and can be rolled up for storage in a small place. The warp-proof, rustproof aluminum never sags or needs painting. Tension locks on each jamb section assure protection from intruders.

The Southern Sash Sales and Supply Co. also offers the Sashco storm sash. Made of wire-reinforced clear plastic, it operates on the same rails as Sashco tension screen. The two can be interchanged in seconds.

Write for P261. Use coupon page 62.

ALL-PURPOSE PAINTS

The American Sta-Dri Co., Dept. SBS, Brentwood, Md., announces Sta-Dri liquid paint, a new line of all-purpose paints for inside or outside use on masonry and all other surfaces.

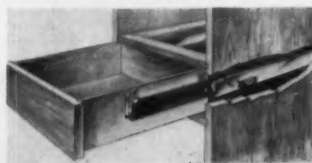
This self-priming, self-sealing, non-toxic, non-fading, and quick-drying paint is formulated so that adjacent masonry and surfaces can be covered without danger of ghost images or color variations. In addition to masonry, wood, metal, plaster, hardboard, and tile, Sta-Dri liquid paint also is used on fabrics, paper, and asbestos shingles.

It is said to dry in 10 minutes and may be washed and scrubbed in 30 minutes.

Write for P262. Use coupon page 62.

DRAWER SLIDES

The Full-X-Tend drawer slide permits easy opening of all types of drawers to full extension, without danger of the drawer dropping out. It is manufactured by A. George



Now! THE *Lifetime* ALUMINUM DOOR

**A Perfect
Prime door
for the South**

**STRONG, BEAUTIFUL,
PRACTICAL ... AND
PRICED TO COMPETE
WITH WOOD. CUTS
INSTALLATION TIME
IN HALF!**

WILL NEVER

- Need Painting
- Sag
- Warp
- Rot
- Rust
- Shrink
- Swell

WILL NOT SAG

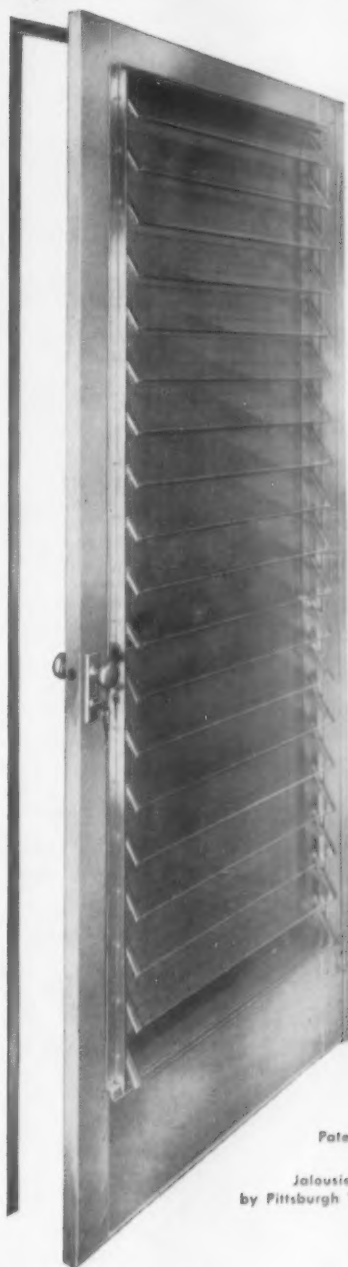
**Combined corner
strength 16,000 lbs.**

**NOT a jalousie hung in an
ordinary door, but a com-
pletely new door, with spe-
cial Aluminum Frame and
Jalousie engineered as one!**



BY ANDERSON
MANUFACTURING CO., INC.
Since 1930

**OWENSBORO, KENTUCKY
BRADENTON, FLORIDA**



ONLY THE *Vacol* ALUMINUM JALOUSIE DOOR

**offers all these
Exclusive Features**

- Full 1 1/2" thick
- Stainless Steel
Lever-type
Operator
- Stainless Steel
Hinges
- Lifetime Key Lock
- Deluxe Door Closer
- Solid Aluminum
Pushbar
- Fully Weather-
stripped
- Double Panel
Box-type Kick
Plate
- 1" Weatherproof
Expander Strip
adjusts for true
threshold fit.
(Interlocking
Aluminum
threshold also
available.)

**Shipped in heavy re-
inforced carton, pack-
aged complete, no
missing parts**

Patent Pending

Jalousie Unit tested
by Pittsburgh Testing Laboratories

V. E. ANDERSON MFG. CO., INC., BRADENTON, FLA.

Please send Free Literature on New Aluminum Jalousie Door

Name

Firm

Address

City Zone State 8755

Diack, Dept. SBS, 416 East 16th Street, Los Angeles 15, Calif.

Nylon rollers assure quiet, easy operation. Literature gives the homeowner step-by-step details for installation.

Write for P263. Use coupon page 62.

SLIDING WINDOW UNIT



A sliding window unit that is removed by simply pressing the sash upward has been introduced by the Silcrest Co., Dept. SBS, 100 Thomas Street, Wausau, Wis. It is called the "Slideby."

The roll-out action of the sash is achieved with the firm's Alumaflex weatherstrip, with its flexible aluminum alloy "wings." No springs or adjustments are needed.

No special framing is needed for installation.

Write for P264. Use coupon page 62.

GLASS SCREENING

A screening woven of strong, rot-proof, stainless fibers of glass has been introduced in a Do-It-Yourself package by the Lifetime Fiberglass Screening Co., Inc., Dept. SBS, Canton, Mass.

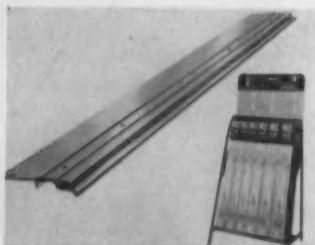
Recent tests conducted by the U. S. Testing Co. showed the bursting strength of Libbey-Owens-Ford Fiberglass to be beyond that of metal or plastic screening.

Should unusually hard treatment damage this Fiberglass screening, repairs can be made quickly by fusing a patch onto the screen with an ordinary electric iron.

Write for P265. Use coupon page 62.

ALUMINUM THRESHOLDS

Seven models now are included in the line of aluminum thresholds



made by the Wells Aluminum Products Co., Dept. SBS, North Liberty, Ind.

They are available in standard 32 1/2" and 36 1/2" lengths, and in widths of from 1 1/2" to 4". Four of the models are of an interlocking, weather-seal design for exterior doors. The other three primarily are for interior framing.

All models are easily installed with simple hand tools. They come packaged in a three-color self-merchandising carton.

Write for P266. Use coupon page 62.

PRIMED SHAKES

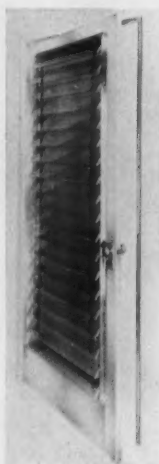
Two new types of factory-primed shakes are announced by the Creo-Dipt Co., Inc., Dept. SBS, North Tonawanda, N. Y.

Joining the original Creo-Dipt scored Pryme-Shake are the 18" hand-split Pryme-Shake and the 18" sanded-face Pryme-Shake. The hand-split shake is said to bring the cost of genuine red cedar hand splits down to the price level of the multi-house builder. The sanded-face shake has no traces of saw marks.

Creo-Dipt shakes are offered in a choice of 20 finish colors at no extra cost, under the manufacturer's "Optional Kolor Plan."

Write for P267. Use coupon page 62.

JALOUSIE DOOR



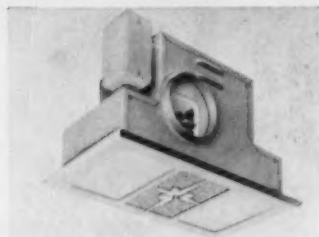
"Vacol" is an aluminum jalousie door made by the V. E. Anderson Manufacturing Co., Inc., Dept. SBS, Bradenton, Fla. These doors have a weather-sealed aluminum expander strip at the bottom that adjusts to give true fit without unsightly screws.

Other exclusive features of the Vacol door are no-sag corner construction with airplane-type riveting, no miters, and combined corner strength of 16,000 pounds. A box-type kick panel provides extra strength where it is needed most.

With the door are included either clear or obscure 7/32" plate glass, aluminum screen, key lock, hanging stiles and header, three hinges, aluminum push-bar, door closer, and safety chain—plus installation instructions.

Write for P268. Use coupon page 62.

LIGHT-VENTILATOR



A combination ceiling light and ventilator unit is announced by Trade-Wind Motorfans, Inc., Dept. SBS, Rivera, Calif.

The unit incorporates two 75-watt lamps located on each side of a single wheel blower, which exhausts 100 CFM. The blower eliminates steam, lingering dampness, and odors.

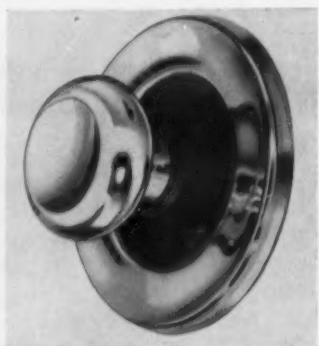
Measuring 13 1/4" wide by 7-3/16" deep by 8" high, the unit is installed between joists in the ceiling. It is pre-wired to an external junction box.

Write for P269. Use coupon page 62.

DOOR-KNOB ROSETTE

Weslock locksets are now made with decorative black rosette, designated as the "Black Rose" design. They are made by the Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

The black design is combined with



the regular finishes of brass, bronze, or aluminum to provide custom styling at budget prices.

Write for P270. Use coupon page 62.

PACKAGED AWNING

A horizontal-style aluminum awning, called Aerolux, has been introduced by Consolidated General Products, Inc., Dept. SBS, P. O. Box 7425, Houston 8, Tex.

Aerolux awnings are packaged for



over-the-counter sales in seven different styles in any width needed. Nine baked enamel colors are offered.

Write for P271. Use coupon page 62.

SHOWER DIVERTER

The Barnes Manufacturing Co., Dept. SBS, Mansfield, Ohio, has introduced a three-valve shower diverter unit.

This 580 series Barnes diverter permits the bather to control the shower flow from full pressure to the barest trickle without altering the temperature of the water. The water can even be turned off for soaping or shampooing, then turned on again at the temperature originally set.

All stem units are renewable and accessible from the outside wall so that it is never necessary to damage or remove any part of the wall.

Write for P272. Use coupon page 62.

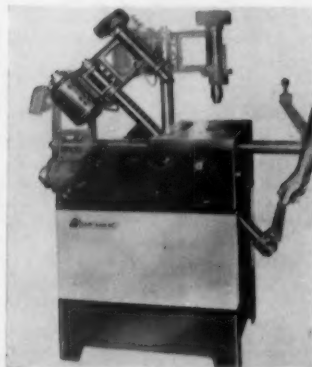
HOME WORKSHOP

The Paramount home workshop offers advantages of all workshop operations, yet occupies only 20" x 26" of floor space. It is made by Ideal Metal Products, Inc., Dept. SBS, 1644 W. Lafayette, Detroit 16, Mich.

It has a table saw that rips, cross-cuts, miters, dados, and moulds. In a matter of seconds, it becomes either a vertical or horizontal drill press with 360-degree radial head.

The Paramount home workshop also serves as a shaper, drum or disc sander, polisher, grinder, or lathe.

Write for P273. Use coupon page 62.



ABC HAS A NEW TIME SALES PROGRAM TO HELP YOU GET MORE BUSINESS RIGHT NOW!



What you want is more business **RIGHT NOW!** You want action and that's exactly what you'll get when you put the **NEW ABC TIME SALES PROGRAM** to work for you.

You'll immediately sell materials and services as a complete package at **NO MONEY DOWN**; and you can give your customers as long as **THREE YEARS TO PAY**. Your cash, however, is sent to you from ABC at once.

All the necessary merchandising tools to promote your business are furnished to you by ABC without charge. Let us show you how to promote and prosper. A call to your nearest ABC office will bring you up to date on the **NEW ABC PROGRAM**.



Specialists in Property Improvement and Modernization Sales Financing

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General Office: Box 3426 Terminal Annex, Los Angeles 54



hunches

New items dealers may find
profitable to sell — or use

TRIANGLE VENTILATOR. Leigh 4-12 giant triangle ventilator comes in widths of 6', 8', and 10'. Made of either aluminum or galvanized steel, these ventilators have front edges rolled for massive appearance and greater rigidity. A special back edge keeps out driving rain. Write Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

Write for P274. Use coupon below.

PLASTIC HAMMER HANDLE. The Plumb F-55 hammer has a handle of Fiberglas-reinforced plastic. Although stronger than steel, this handle has only 20% of the weight of steel. Write Fayette R. Plumb, 4837 James, Dept. SBS, Philadelphia 37, Pa.

Write for P275. Use coupon below.

COMPOUND ANGLE CUT. Magne-cut is said to be the only miter available which enables users to cut compound angles. Cast from hard-grade aluminum, all working parts are brass. It is ideal for home craftsmen. The Alnico magnets were designed for lifetime service. Write the Dresden Manufacturing Co., Dept. SBS, 2375 Walnut Avenue, Long Beach, Calif.

Write for P276. Use coupon below.

NYLON DOOR GUIDE. The Har-Vey nylon door guide eliminates the need for grooving sliding doors to provide the usual guide slot, or the extra expense of fastening guide strips along the bottom side of the door. Made in sizes for both $\frac{3}{4}$ " and $1\frac{1}{2}$ " by-passing doors, they are included in Har-Vey Challenger packaged sets of track hardware. Write

American Screen Products Co., Dept. SBS, 807 N. W. 20th Street, Miami, Fla.

Write for P277. Use coupon below.

METALLIC PUTTY. Metalset A201 is a metallic putty said to shrink less than .2% while hardening. It is made of an epoxy resin compounded with aluminum and other ingredients. It will not crack in thick applications and is easily applied to vertical and overhead surfaces. Write the Smooth-on Manufacturing Co., Dept. SBS, 574 Communipaw, Jersey City 4, N. J.

Write for P278. Use coupon below.

MASKING TAPE. Hi-Lux masking tape has a new ingredient that eliminates complaints of loss of adhesive power and brittleness. Since there is no spoilage or waste, economies can be made through buying larger quantities. Write Hi-Lux Tape Corp., Dept. SBS, 58 Seabring Street, Brooklyn 31, N. Y.

Write for P279. Use coupon below.

WINDOW LIFT. Ives fingertip window lifts come in two sizes— $1\frac{1}{4}$ " long and 3" long. Consisting of a straight bar of metal moulded to provide a finger-fitting contour, the lifts extend only $\frac{3}{4}$ " from the window. Write the H. B. Ives Co., Dept. SBS, Artizan Street, New Haven, Conn.

Write for P280. Use coupon below.

AIR-CONDITIONER. The Penn Split-Aire unit is especially designed for economical use in small homes. It is hooked up to hot-water lines from the boiler and cold-water lines from the chilling unit. Forced air is distributed through economical 4"

ducts. Models with 6" or 8" ducts can be obtained. The manufacturer also announces a packaged water chiller. The electrical hook-up is complete and the unit is ready to tie into the line. Write Penn Boiler and Burner Manufacturing Corp., Dept. SBS, Lancaster, Pa.

Write for P281. Use coupon below.

STEEL FRAMING. Dexion slotted angle framing pieces are used for shelving, machine and motor mounts, ladders, scaffolding, bins, and many similar installations. The 225-80 slotted angle measures $2\frac{1}{4}$ " x $1\frac{1}{2}$ " x .080". It is made of cold rolled steel with an electro-galvanized finish. Write the Acme Steel Co., Dept. SBS, 2840 Archer Avenue, Chicago 8, Ill.

Write for P282. Use coupon below.

DRILL ATTACHMENT. The Hefty Holer is a compact, heavy-duty tool attachment for portable electric drills. It will saw wood, plastic, or plasterboard. It cuts all metals in pipe, bar, tube, rod, or sheet form. It will nibble metal lath, wood, plastic composition, or sheet metal up to 20 gauge, with only a $\frac{1}{4}$ " starting hole. Little Beaver Industries, Inc., Dept. SBS, Willoughby, Ohio.

Write for P283. Use coupon below.

4'x8' TILEBOARD. Panelboard wall-board, with baked-on plastic finish, is now available in a 4' by 8' size. They feature $4\frac{1}{4}$ " by $4\frac{1}{4}$ " tile sized blocks and $\frac{1}{2}$ score, $\frac{1}{2}$ stripe butt joint. Panelboard Manufacturing Co., Inc., Dept. SBS, Englewood, N. J.

Write for P284. Use coupon below.

GAS HEAT CONTROL. Automatic

Please send more details of new products for which numbers are circled below.

JULY, 1955

P243	P244	P245	P246	P247	P248	P249	P250	P251	P252	P253	P254	P255
P256	P257	P258	P259	P260	P261	P262	P263	P264	P265	P266	P267	P268
P269	P270	P271	P272	P273	P274	P275	P276	P277	P278	P279	P280	P281
P282	P283	P284	P285	P286	P287	P288	P289	P290	P291	P292	P293	P294
P295	P296	P297	P298	P299	P300							

Fill in this coupon,

cut it out and mail to

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Name

(Print Plainly)

Company

Address

City & State

Title

control for any gas heating installation can be provided users of the Model 55 Gasapack, through use of the 55 MTS modulating snap thermostat accessory. This accessory is attached by means of four screws. A-P Control Corp., Dept. SBS, Milwaukee, Wis.

Write for P285. Use coupon page 62.

SUB-PURLINS. A new-type lightweight trussed tee sub-purlin is announced for use in poured and precast tile roof construction. It consists of two top cords of wire, truss web of larger wire, and two angles of strip steel. Blue Diamond Co., Dept. SBS, 2722 Logan Street, Dallas 15, Tex.

Write for P286. Use coupon page 62.

METAL-CUTTING SAW. The Gibbes - Kennedy metal-cutting saw, which serves as a mounted or portable unit, splits, notches, slots, saws contours, and performs cut-off operations. The saw column pivots about the cutting edge of the blade, for a 14" cut-off clearance or a splitting clearance with 15 1/4" throat. It is powered by a 1/3- or 1/2-HP motor, operating on standard shop current, with three cutting speeds. Write the Gibbes Machinery Co., Dept. SBS, P. O. Box 1020, Columbia, S. C.

Write for P287. Use coupon page 62.

SELF - TAPPING SCREWS. The Handy Andy kit contains an assortment of 21 of the most popular sizes of all-purpose, self-tapping screws. It holds a two-gross assortment. An index inside the kit helps the mechanic identify each size. Write the J. A. Sexauer Manufacturing Co., Inc., Dept. SBS, 2503-05 Third Avenue, New York 51, N. Y.

Write for P288. Use coupon page 62.

RANGE HOODS. The Stewart Kitchen-Aire line of range hoods offers a choice of stainless steel with copper, chrome, black dull, or Swedish iron finishes. Standard lengths are 30", 33", 36", 39", and 42". Width is 15" and top depth is 12". Write Stewart Industries, Inc., Dept. SBS, Indianapolis 2, Ind.

Write for P289. Use coupon page 62.

INSULATING BATT. Super Sea-Foil is an insulating batt made of fireproof, vermin-resistant glass fiber. The fiberglass is backed with aluminum foil and faced with an aluminum-coated "breather" of heavy kraft paper. Write the Sealtite Insulation Manufacturing Corp., Dept. SBS, Waukesha, Wis.

Write for P290. Use coupon page 62.

IMPROVED PAINT ROLLER. The E Z Paintr deluxe roller now has a wood grip handle that fits exactly the shape of the painter's hand. This permits a firmer grip for a surer stroke. Write the E Z Paintr Corp., Dept. SBS, 4051 South Iowa Avenue, Milwaukee, Wis.

Write for P291. Use coupon page 62.

ANTI-RUST PAINT. CI-88 is a black anti-rust paint that incorporates a

IT'S TERRIFIC!
NEW SELF-SERVICE CARTON
SELLS WEATHERSTRIPPING
LIKE HOTCAKES!

NATIONAL GUARD'S
NEW

"Do It Yourself" WEATHERSTRIPPING

Silent-salesman display carton holds twelve 17-foot coils (1 1/8-in. wide) Guardsman Rust-Proof Bronze Weatherstripping; corrugated, punched and complete with coppered nails. Instructions for installing with each coil.

**NATIONAL GUARD PRODUCTS, INC. —
HEADQUARTERS FOR A COMPLETE LINE OF METAL WEATHERSTRIPPING**

**JACK FROST WEATHER STRIP
FOR WINDOWS AND DOORS!**

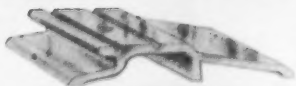
**GUARDSMAN
PACKAGED UNITS**

Low-cost, efficient!
Rust-proof white
metal fastened to
moth-proof black
felt. Pre-punched
complete with nails.
18-ft. coils.

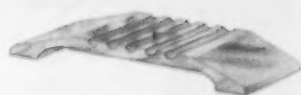


**No. 336
Door Set.**
(for 3'x7' door) Consists of all
necessary component parts in
one package, ready for easy
installation, with complete
instructions.

EXTRUDED ALUMINUM THRESHOLDS



No. 435, Interlocking.
3 1/4" wide x 9/16" high.
Concealed hook included.



No. 424, Saddle Type.
4" wide x 1/2" high.

All National Guard thresholds are highly polished, drilled and countersunk. Individually wrapped with necessary screws in neat package.

ORDER GUARDSMAN WEATHERSTRIPPING FROM YOUR JOBBER OR WRITE

NATIONAL GUARD PRODUCTS, INC., Memphis, Tenn.

bituminous base with a special paint vehicle. It can be applied on outside metal after a minimum of surface preparation. It is recommended for gutters, stacks, refuse containers, metal fence posts, and other uses. Write the Chem Industrial Co., Dept. SBS, 3784 Ridge Road, Brooklyn 9, Ohio.

Write for P292. Use coupon page 62.

PLASTIC WALL COVERING. Lam-O-Wal is a decorative plastic wall covering made fully rigid, semi-flexible, and fully flexible. The sheets measure 42" x 62". Eight colors and a variety of patterns are made. Lam-O-Wal is applied over

plaster, masonry, wood, glass, ceramics, concrete block, composition boards, and other materials with a special-purpose adhesive. Write the Laminated Plas-Tex Corp., Dept. SBS, 1427 W. North Street, Springfield, Ohio.

Write for P293. Use coupon page 62.

PROTECTIVE COVERINGS. Hercules protective coverings, of supported and unsupported plastic film, have high tensile strength yet lightweight. They will not rot, mildew, support flame, and resist abrasion. Fellowcraft Engineering, Inc., Dept. SBS, 270 Jelliff Avenue, Newark 8, N. J.

Write for P294. Use coupon page 62.

SILICA PIPE INSULATION. Fibrocel is a molded silica pipe insulation engineered for service in the 35-350 F temperature range. Made of chemically-inert silica aggregate containing tiny trapped particles of water,



this insulation is used for heating, plumbing, and air-conditioning service. Johns-Manville, Dept. SBS, 22 East 40th Street, New York 16, N. Y.

Write for P295. Use coupon page 62.

BONDS CERAMICS. Moisture-proof adhesive bonds on glass, porcelain, and other ceramics now are possible with J-1190 primer, which withstands high humidity and even immersion. This primer eliminates bond failure caused by hydration. Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Write for P296. Use coupon page 62.

BONDS CONCRETE. A brush-applied plastic, called Inlaycrete Bond, permanently bonds concrete to concrete, iron, steel, brick, stone, glass, or any other firm surface. It eliminates roughing of old floors. Surface is ready for re-topping 30 minutes after Inlaycrete Bond is brushed on. Garland Co., Dept. SBS, Cleveland 5, Ohio.

Write for P297. Use coupon page 62.

POSITIONS NAILS. The Avalanche nail-feeding and positioning machine is said to double production in shingling, siding, and floor fastening operations. It stores, feeds, and positions nails automatically, so that the mechanic needs only hammer the generous-sized knob. Vera Products, Dept. SBS, 4041 Ridge Avenue, Philadelphia 29, Pa.

Write for P298. Use coupon page 62.

PROTECTIVE PLASTIC FILM. A protective neoprene coating, GACO N-700, used extensively in industry, is now available for home use. It is suitable for waterproofing, rust-proofing, and renewing practically any item and is applied by brush or roller to metal, wood, concrete, and cloth. Gates Engineering Co., Dept. SBS, Wilmington, Del.

Write for P299. Use coupon page 62.

CABINET DOOR CATCH. Model P-32 is the latest addition to the Ajax line of door catches. It is made with a polyethylene catch, with tapered guide ball which screws into the door. Ajax Hardware Manufacturing Corp., Dept. SBS, 4351 Valley Boulevard, Los Angeles 32, Calif.

Write for P300. Use coupon page 62.

STICKS PERFECTLY

AFCO
waterproof
CEMENT



AFCO waterproof cement sticks and sticks perfectly! Holds indefinitely. Here's a cement that will completely satisfy your most demanding customer. You can be sure everytime when you supply your customer with AFCO waterproof cement. Something else your customer will like—a free cement spreader on every gallon can of AFCO cement.



Free!
CEMENT SPREADER

No need to clean old cement spreaders because there's a new one on every gallon can of AFCO cement. A plus feature your customers will appreciate.

A & F TILEBOARD CO.
ALEXANDRIA, LOUISIANA

REMODELED STORE

(Continued from page 42)

The showroom and offices are in the front street leg of a new L-shaped building. Sixty-five feet wide and 39 deep, it contains over six times as much space as the little 15x25-foot building that had been used for office and salesroom by the Cook Lumber Company since it moved to West Main Street in 1877. It is claimed to be the oldest retail lumber firm in Louisville operating under the same name.

The rear leg extending behind the store section of the building contains a combination sales office and shipping room, water boiler and heater, air-conditioner unit, and storage space for hardware, paints, millwork, and other materials. This wing, 32 by 86 feet, is built of concrete block.

The middle building fronting on Main Street is a combination millwork shop and plywood storage warehouse. It is of frame construction, sided with vertical fir and finished natural. A smaller front building stores finish lumber.

The three other buildings were not rebuilt, but were re-roofed. They are open lumber sheds. The whole yard, previously dirt and rubble, now is black-topped for clean, easy traffic to sheds and warehouses. This pavement is included in the over-all \$45,000 modernization cost!

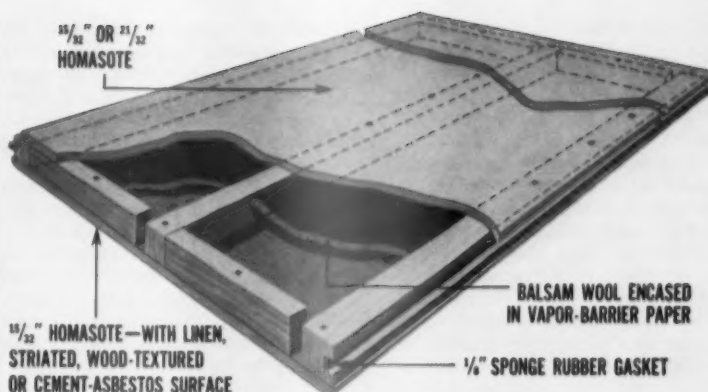
Materials are departmentized and displayed in the modern showroom to permit easy access and selection. Cook offers two or more lines of most basic building materials, such as plastic laminates, paints, or asbestos siding, to provide customers choices in price and patterns. "This permits us to sell both ways — up or down," Miles explained.

The "Grand Opening" of the new store was announced in a one-half page newspaper advertisement. It stressed the free drawing for 20 prizes, and "free gift for each adult." The latter was a package of plastic combs, wrapped in cellophane on cardboard bearing this little jingle:

"Here's your set of family combs—

Remember us when building homes.

(Continued on next page)



ANNOUNCING WILSON AIR-COR ROOF DECKING

- makes condensation problems a thing of the past
- custom-made to your specifications

No matter what the interior or exterior conditions—of climate, temperature or humidity—you need no longer have a condensation problem. The solution—as presented in Wilson Air-cor Roof Decking—is scientific, unique, yet amazingly simple.

Two air channels, running the length of each 2' x 8' panel, insure continuous air circulation across the entire roof—automatically and in sufficient volume (1945 cubic inches per panel) to absorb all normal condensation. For extreme conditions, forced air could be used.

Use this scientifically engineered roof decking on flat or pitched roofs—and on any type of structure. Then apply built-up roofing, shingles, slate or metal, as your design requires. The panel is designed for rafter spacing up to 48" o.c.; nail holes are pre-drilled to your order.

The strength is there; the insulation value is there. (With built-up roofing and $\frac{1}{2}$ " Homasote, the U factor is 0.15.) Here is new insurance on air-conditioning investments.

Each panel is made up of three 2" x 2" wood members, 12" o.c., horizontally. On one edge is a wood tongue; on the other a groove. Within the groove a sponge rubber gasket insures a tight seal. The top and bottom sheets are weatherproof Homasote. According to your specifications, the top sheet may be either $\frac{1}{2}$ " or $\frac{3}{4}$ " in thickness; the bottom sheet (which can serve as finished ceiling) may have a linen, a striated, a wood-textured or a cement-asbestos surface.

The top piece overlaps $\frac{1}{4}$ " on the groove side, thus shutting out moisture (and also the asphalt of built-up roofing). The bottom piece has a 45° bevel on each side. This overlaps the wood members by $\frac{1}{2}$ " to insure a tight joint between sections. Between the wood members—under the top piece—a barrier of $\frac{1}{4}$ " Balsam Wool, completely encased in vapor-barrier paper, is glued. At each end of each panel two wood blocks—2" x 2" x 8"—provide for satisfactory nailing to rafters or joists. Panels are easily cut to any dimension (or supplied in special lengths, to order).

Sound-deadening partitions and sub-flooring. For interior, sound-deadening partitions, Wilson Air-cor Panels are supplied in 2', 3' and 4' widths and in heights up to 11' 2". The combination of Homasote and Balsam Wool creates an unusually efficient sound-deadening barrier... For use in partition walls, the Homasote surfaces are applied as panels beveled on both sides—and without overlap... For sound-deadening between floors, use the panels as sub-flooring; nail the finished flooring direct to the wood members of the panels.

Wiring—An additional advantage of the air cores is that electric wiring—whether conduit or cable type—may be passed across the roof, thus wiring the building from above. This is not only the most economical method, but permits the placing of light fixtures wherever desired.

Our Engineering Service is available to work with you on any specific problems of roof decking, partitions or sub-flooring. Let us give you complete details and specifications. Kindly address your inquiry to Department G-12.



HOMASOTE COMPANY
TRENTON 3, NEW JERSEY

(Continued from page 65)

No job too large — no job too small.

We give you service on them all."

The door prizes — many furnished by suppliers free — included an electric mower, power saw, speed drill, paint supplies, and wastebaskets.

Herman Miles succeeded his father-in-law as president of the Cook Lumber Company six years ago, after 13 years of varied merchandising experience with Sears-

Roebuck. Many of his ideas for grouping and displaying building products stemmed from that sales experience.

Miles admits his new store is not exactly in the middle of a shopping center.

Yet this store attracts many passing motorists—and Cook ads, together with word-of-mouth enthusiasm of regular customers, are increasing the floor traffic from both home-owners and builders. They enjoy shopping in "Louisville's most modern building supply store."

DEALER SERVICE

(Continued from page 44)

mers of Dealer Service, Inc., are delivered by the County-City Supply Corp. trucks enroute to Richmond and other supply bases for loads of feed, seed, and grain from the Southern States Cooperative.

This permits the wholesale firm to ship out a dealer's order within 24 hours after it is received by telephone or mail. Robert L. Campbell is general manager of Dealer Service, Inc., and Leslie O'Hara is assistant manager and field sales representative. A Scotsman, Campbell has lived in tidewater Virginia for over 24 years. He served as sales representative for the United States Gypsum Company for seven years and then was engaged in the millwork business.

In a building 50 by 150 feet, right alongside the C & O railway lines, the warehouse of this firm is scientifically stocked with the hard materials and building products of Alsynite, Alfol, Serviced, USG, Ruberoid, Upson, Heatilator, Vestal, and Marlite. Supplies are unloaded speedily from railroad cars or freight trucks at one of the three loading docks with the part-time help of two men. The County-City Supply Corp. truck drivers load out the orders as they pick them up for dealers enroute for incoming supplies. Shipments are made to dealers as far away as Suffolk, Franklin, Fredericksburg, Petersburg, and Virginia Beach.

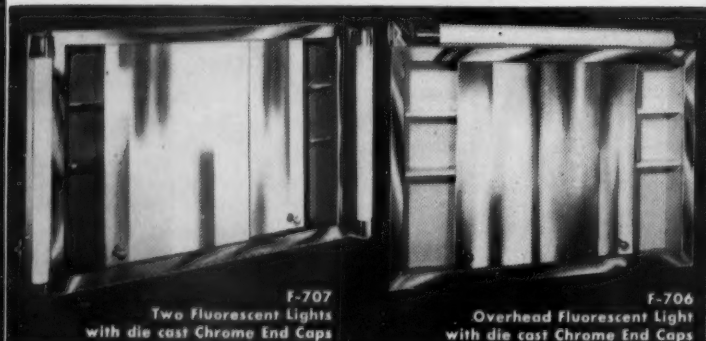
Including no lumber or wood products except wallboard, the sales of Dealer Service, Inc., last year passed the \$400,000 mark and this year will exceed \$500,000. The firm's growth has required the addition of two other material warehouses this year.

At meetings of the Virginia Building Material Association and through the mail, this company frequently distributes "Our Message to the Trade," which reads:

"Since the foundation of Dealer Service it has maintained one, and only one, sales policy — WHOLESALE ONLY. We shall continue this policy for the protection of our Building Supply and Lumber Dealer friends. Our central location and delivery facilities, our own trucks as well as rail and truck lines, bring our prompt deliveries wherever you are in Virginia."

BINSWANGER

brings you bigger \$\$ worth
in **KENT** Sliding Door Cabinets



- Quick, smooth, silent Wonderglide Sliding Doors
- Luxurious Chrome Portrait Frame
- Color-keyed interior in Dove-Gray Enamel
- Plate Glass Mirrors with 5-Year Guarantee
- Simple, easy, economical installation

FAST SERVICE

from Local Warehouses

FULL FREIGHT ALLOWED

on 100 lbs.—6 Cabinets

We feature

quality products
for residential
building

BINSWANGER & Co.

Other Warehouse Facilities At:

Richmond, Va.
Columbia, S. C.
Fayetteville, N. C.
Florence, S. C.

Greensboro, N. C.
Greenville, S. C.
Macon, Ga.
Roanoke, Va.

Houston, Texas
Austin, Texas
Baytown, Texas
Beaumont, Texas

Dallas, Texas
Fort Worth, Texas
Port Arthur, Texas

Memphis, Tenn.
New Orleans, La.
Little Rock, Ark.
Shreveport, La.

RIGHT-SIZE FAN

(Continued from page 45)

Basements need an air change every five to 10 minutes. If the laundry is down in the basement, an air change every five minutes is recommended because there will be considerable moisture to exhaust.

For bathrooms, an air change once every two to five minutes is advised, with the faster change being used for small bathrooms. Shower and bath steam accumulates quickly in the room, so the faster change of once every two minutes is needed to keep the steam from escaping to other parts of the house.

Positioning the kitchen or window fan is almost as important as making sure that its capacity is adequate to serve the customer's need. It takes only a few minutes to fit a window fan and since it is portable, the homemaker can experiment by placing it in different locations.

It generally is best to place the

fan in a window at one end of the house so the air entering will travel the length of the house and ventilate all rooms. If the window fan is to be used for night cooling, it is best not to locate it in the bedroom, but in a room opposite the bedroom so that the sleeping quarters are the first to receive the cool night air as it enters. "Intake" windows usually should be opened at the other end of the house from the room where the fan is located.

The best location for the kitchen fan is as near to the kitchen range as possible. Air entering the kitchen should sweep across the room and over the range before it gets to the fan. Air entering the kitchen should come from the other rooms of the house.

The kitchen fan should not be too close to any windows or doors, for this would cause the air to move right to the fan instead of moving over the range and into the entire parts of the room. Air entering the kitchen should come from the other rooms of the house.

The wall type of kitchen fan has the advantage that it can be placed quite close to the range. The ceil-

ing model is especially well-suited for use in an L-shaped kitchen as it will exhaust from all corners of the kitchen regardless of the room's structure.

The window fan is attractive because of its low cost. It will do just as good a job in the kitchen as the built-in types, although it may be more noticeable. A window type of fan should not be used, however, if the window is far from the range or if there is only one window in the room.

No kitchen or home is considered modern and comfortable nowadays without some type of ventilating system. Alert contracting dealers and others make another sale — and profit — by including exhaust fans in the house job.

Scouts Tour Sawmill

The Dadeville Lumber Co. recently played hosts to Cub Scout Den No. 1, in Dadeville, Ala.

Accompanied by Den Mothers, the cub Scouts were shown the workings of the sawmill by Cecil Duffee Jr.

GIVE HOMES GREATER SALES APPEAL

WITH



PANEL DOORS



Give the homes you build more individuality and sales appeal by installing IDEAL Panel Doors.

With the wide assortment of designs available, the homebuilder can give every home, every room a distinctive elegant look.

IDEAL Panel Doors are made of select Western Ponderosa Pine. They are sanded smooth to give a perfect surface for paint or natural finish.

Made by the makers of IDEAL Kitchens and IDEAL All-Weather Windows

DISTRIBUTED BY BUILDING MATERIAL JOBBERS

DRY-MIXED CEMENT

(Continued from page 47)

plastering, to fill cracks, repair step edges, and for narrow form work.

Dry-mixed mortar is prepared for laying brick, stone, and block, for pointing joints, and bonding terrace slabs.

Dry-mixed, packaged cement is ideal for suggestive selling. Keep

several bags near displays of trowels, edgers, floats, mixing containers, and wheelbarrows — the tools needed to use this material effectively. Then follow the manufacturer's sales aids to suggest to the customer the many ways he can improve his home with cement mixes.

Retailers report that many a customer who bought a bag of gravel mix to repair a broken driveway has been inspired by projects suggested in literature to return for enough gravel mix to floor the

garage or build a fish pond!

Mix manufacturers provide stimulating, easy-to-follow booklets describing attractive home projects. Sakrete, Inc., Cincinnati 17, Ohio, for example, furnishes for 35 cents a book entitled "How to Do Your Own Cement Jobs." A popular project most handymen won't think of is casting flagstones for patios or walkways. Other home items to cast are benches, stepping stones, bird baths, tables, sun dials, stands, house numbers, lawn rollers, door stops, and book-ends.

The packaged, dry-mixed cement is just the beginning of the items dealers can sell for such jobs. Tools, lumber, plywood, brick, block, and stone are part of the bill of goods, too, bringing that extra profit from related sales.

This material is so neatly packaged and easy to handle that many dealers are selling it profitably who could not or would not mess with the muss, expensive delivery, and low margins of profits on small lots of sand, gravel, and cement. They find customers glad to buy dry-mixed cement at a higher price, because of the saving of time and assurance of proven results.

Another good reason why it pays to be a **Dickey Dealer**



**It's research, not magic...
that means \$\$\$ for you**

New and improved products are the keys to increased sales. That's why Dickey Dealers have the advantage over competitors. Since its founding in 1885, the Dickey Company has continually improved its products and introduced new developments to meet consumer demand. Today, for example, Dickey Dealers sell house connections which are longer and stronger. This means big savings to customers and more profit for the dealer. When you sell Dickey Products, you sell the best and fastest selling line of vitrified clay products made today.

Serving the Sanitary Needs of American Communities—

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary
Salt-Glazed Clay Pipe**
ALWAYS IN DEMAND



If it's made of clay it's good . . . if it's made by Dickey it's better



CALDWELL MANAGER

Travis E. Mitchell, above, is manager of the new branch factory and warehouse of the Caldwell Manufacturing Co. in Jackson, Miss. The plant supplies Spirex sash balances to dealers and jobbers in the South and Southwest. Mitchell is a graduate of the University of Alabama. He formerly was connected with the Mississippi Agricultural and Industrial Board and the Superior Coach Corp.

manufacturers' NEWS

SAVANNAH, GA.: The **Ruberoid Co.** has appointed Richard James Grady as superintendent of its Savannah plant. Since 1952, Grady has supervised the Ruberoid roofing plant at East St. Louis, Ill.

NEW BRITAIN, CONN.: Frank P. Lucier has been appointed an assistant sales manager of Stanley electric tools, division of the **Stanley Works**.

ST. LOUIS, MO.: New general manager of the **Granco Steel Products Co.** is Paul K. Nichols. Until recently, Nichols managed operations of the Lacleche-Christy Co.

DALLAS, TEX.: Robert D. Sunshine has been appointed Southwest representative for products of the **Reflectal Corp.**, a subsidiary of the Borg-Warner Corp. He will promote and service Alfol aluminum foil insulation, Koolshade Sunscreen, and Ingersoll aluminum and porcelain enamel roof decks.

BURLINGTON COUNTY, N. J.: The **National Gypsum Co.**, with headquarters at Buffalo, N. Y., has

announced plans to build a gypsum wallboard and plaster plant in Burlington county. This will be the 38th in the chain, and production should start within a year.

DALLAS, TEX.: C. E. Gandy has joined the **Gene Paige Co.**, makers of windows and doors, as secretary-treasurer. Formerly he was credit manager of a furniture firm.

NEW YORK, N. Y.: Kenneth A. Wulff has been named comptroller of the **U. S. Plywood Corp.** He has been with an accounting firm for the past 14 years, in charge of administrative services for the Eastern area during the last 2½ years.

NEW YORK, N. Y.: The **Olin Mathieson Chemical Corp.** has announced the promotion of four executives. Robert Cole was named director of advertising. Henry H. Hunter is publicity manager. William F. Leonard is assistant director of public relations. C. D. Stample is security officer.

HOUSTON, TEX.: W. E. Harmon has been appointed sales manager

of the **W. T. Carter and Brothers** lumber firm. He succeeded the late Clyde E. Miller.

AUGUSTA, GA.: Owen R. Cheatham, president of the **Georgia-Pacific Plywood Co.**, has been elected to the board of directors of the Prudential Insurance Co.

JAMESTOWN, N. Y.: G. E. Jones has been made vice-president and manager of the Proto Tools Division of the **Plomb Tool Co.** He joined the Jamestown plant in 1947 as division comptroller.

LOS ANGELES, CALIF.: Directors of the **Stanthony Corp.**, national manufacturers of kitchen ventilating hoods, have appointed Frank C. Flentye as vice-president in charge of sales. He was promoted from national sales manager.

EAST GREENWICH, R. I.: **Bostitch, Inc.**, manufacturer of staples and stapling machines, has announced plans to move its main plant and general offices to East Greenwich, 30 miles north of its present Westerly, R. I., location. The firm will occupy a modern one-story building on a 90-acre site, to be completed by autumn of 1956.

ATLANTA, GA.: M. C. Sarraan, manager of the **Atlantic Steel Co.'s** warehouse division, has been named

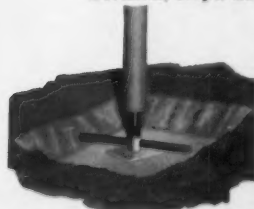


"SAVE BY SPECIFYING **ECON-O-POST**

- ★ Low Cost Adjustable Beam Support
- ★ All-Welded Construction
- ★ Install it in Minutes

NEW Brainard **ECON-O-POST** can be installed in minutes under either steel or wooden beams. An integral unit, the **ECON-O-POST** is welded to base plate and adjustable unit. A 3/4" screw permits adjustment to proper height . . . eliminates shimming and trial and error fitting. Factory finished with corrosion-resistant gray paint, **ECON-O-POST** meets A.I.S.C. safe load-carrying requirements.

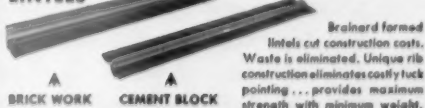
Specify **ECON-O-POST** for lower cost and greater value in new construction or remodeling. Ask for it by name at your local building supply or lumber dealer. Or write Brainard Steel Division, Dept. SB-7, Griswold Street, Warren, Ohio.



Brainard®

OTHER BRAINARD BUILDING PRODUCTS

LINTELS



Brainard formed lintels cut construction costs. Waste is eliminated. Unique rib construction eliminates costly tuck pointing . . . provides maximum strength with minimum weight.

"BRITE-LITE" AREAWALLS

Heavy galvanized coating reflects maximum light into the basement . . . makes basements brighter. Resists rust and corrosion. Area walls are ductile and strong.

"TEL-O-POST"

Original adjustable steel post, supports loads up to 22,000 pounds . . . can be installed in 20 minutes. Patented locking pin insures safety. Prevents cracked plaster, sticking doors, open joints.

"STEEL-STRONG" BUILDING POSTS

One man can install in 15 minutes. Available with either standard base plate or adjustable jack screw to eliminate shimming and trial and error fitting. Structurally acceptable for mortgage-financed properties.

COMPLETE STRAPPING SYSTEMS & MATERIALS • WELDED STEEL TUBING • ELECTRO-GALVANIZED STEEL • SCAFFOLDING • PALLET RACKS • BUILDING PRODUCTS

Offices in principal cities throughout the U.S.

to the executive committee of the board of directors of the American Steel Warehouse Assn. for a two-year term. He is also a director and immediate past-president of the Southern chapter.

NEW YORK, N. Y.: William H. Pritchard Jr. recently was presented a service pin in recognition of his 25 years of service with the **Celotex Corp.** He is a technical representative. Pritchard was honored at a luncheon attended by Celotex executives and fellow employees.

WARREN, OHIO: George F. Burke has been named regional manager

for **Youngstown Kitchens** in Georgia, Alabama, and Florida. Previously he was Eastern sales representative.

KANSAS CITY, MO.: Robert L. Dierks has been elected president of the **Dierks and Sons Lumber Co.**, a 75-year old firm. He is the son of the late Harry L. Dierks and grandson of one of the co-founders, Hans Dierks. Dierks succeeded Clyde E. Combs, who asked to be relieved of duties as president and general manager because of ill health. Named as vice-president was his brother, Don Dierks. Another brother, Richard H. Dierks was made secretary and treasurer at the end of last year.

CLEVELAND, OHIO: Richard F. Gang has been appointed general sales manager of the Viking Air Conditioning Division of the **National-U. S. Radiator Corp.** He had been assistant sales manager four years.

EL MONTE, CALIF.: **Landon Products, Inc.**, has moved its factory and offices into a larger building at 1432 Chico Avenue. The firm manufactures El Pico paint and varnish remover, hand cleaner, brush cleaners, wallpaper removers, masking tape, and sanding aids.

Vinyl Plastic Plant to Open in Miami Soon

The Irvington Division of the Minnesota Mining and Manufacturing Co. plans to begin production July 15 in its new vinyl-plastic extruding plant at N.W. 39th Avenue and N.W. 38th Court in Miami, Fla.

The plant's output will be directed chiefly to supplying weatherstripping and glazing channel shapes for metal window and jalousie manufacturers in the South. The new plant represents Minnesota Mining's first entry into the expanding Miami industrial area as a local manufacturer.

The first manufacturer to develop vinyl plastics, as metal - window glazing and weatherstripping material, Irvington is the chief national supplier of this product to metal-window manufacturers.

\$250,000 Expansion of Corrulux Plant Starts

A \$250,000 expansion program in the next 12 months was announced for the Corrulux Division of the L.O.F. Glass Fibers Co. by R. H. Barnard, president. With general offices and factory in Houston, Tex., the Corrulux Division manufactures glass-fiber reinforced plastic panels for the building industry.

The expansion program will include installation of continuous panel production lines, extension of present buildings to house the new lines, and the complete revamping of present production equipment.

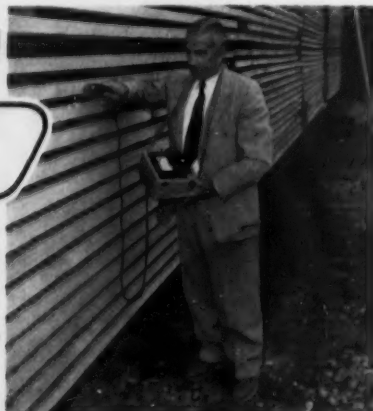
When the new facilities are completed, the Corrulux plant will have a productive capacity of 20-million square feet of panel per year, making it the largest plant of its kind in the world.

The panels, marketed under the trade-name "Corrulux," are used extensively for skylights in all types of metal buildings, and are fabricated into awnings and patio roofs in a wide color range. The plastic panels see increasing use as room dividers and as attractive color panels behind planter boxes.

CONSTANT SUPERVISION MAKES



A DEPENDABLE
SOURCE OF
WELL MANUFACTURED,
SEASONED AND GRADED
LUMBER AND
LUMBER PRODUCTS



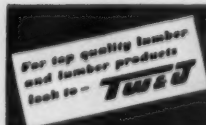
One of the best informed men in the lumber industry supervises production quality for TW&J. Strict adherence to grade and moisture content is assured by rigid inspection and certified graders.

TARTER, WEBSTER & JOHNSON ARE MANUFACTURERS AND DISTRIBUTORS OF

- ✓ Sugar and Ponderosa Pine Shop and Selects
- ✓ Sugar and Ponderosa Pine Boards
- ✓ Douglas and White Fir Shop and Selects
- ✓ Douglas and White Fir Dimension and Boards
- ✓ Incense Cedar Boards
- ✓ Redwood Siding and Finish
- ✓ Ponderosa Pine and Fir Mouldings
- ✓ Pine Sash and Panel Doors

BALANCED SERVICE

Balanced Service includes the procurement and distribution of all West Coast lumber products. Buying offices in producing areas give the trade a complete one-call service.



TARTER, WEBSTER & JOHNSON, Inc.

1 Montgomery Street
SAN FRANCISCO 4, CALIF.
DOuglas 2-2060 Teletype SF 531

WPA P. O. Box 3731
STOCKTON, CALIF.
HOward 4-B361 Teletype SK 2

AGENTS APPOINTED FOR HANDY-HOOKS

BOYD CORMANY, vice-president in charge of sales for Vadco Products, Inc., of Detroit, Mich., lined up new exclusive manufacturer's agents for that firm's line of Handy-Hook hanging fixtures for perforated hardboard, on a recent trip South. In photo, he shows a hook out of the convenient dealer's Handy-Hook display to George J. Dinges, right, in the latter's Atlanta office.

Cormany appointed the George J. Dinges Co., 800 Peachtree Building, Atlanta, Ga., as exclusive agent in South Carolina, Georgia, and Florida.

For the central Southern and Southwestern states of Alabama, Mississippi, Tennessee, Louisiana, Arkansas, Oklahoma, and Texas, Vadco has appointed Lawrence J. Baldwin and Son, of New Orleans, as exclusive agents. Established since 1928, the Baldwin firm is represented



by Fred Zimmerman, from Dallas headquarters, in Texas, Oklahoma, and Arkansas. James Baldwin travels Tennessee, Mississippi, and Alabama. S. C. Monrose has the state of Louisiana.

Both manufacturers' agencies will

call on building material and hardware wholesalers and jobbers to introduce and supply Handy-Hook hanging fixtures.

L-O-F Forms Committee on Technical Policy

The Libbey-Owens Ford Glass Co. has formed a permanent Technical Policy Committee to strengthen and broaden its entire glass technical operations. Its purpose will be to stimulate new research projects, evaluate all existing projects, check progress, and advise on experimental action.

Curtis W. Davis, recently-named executive vice-president in charge of production, announced that Dr. George B. Watkins, director of research, has been appointed committee chairman. Dr. Donald E. Sharp, former head of glass technology, will be permanent vice-chairman.

Other members in the technical field will include William H. Hasselbach, engineering vice-president; R. A. Nyquist, engineering director; E. L. Walters, and R. W. Abbott, associate engineering directors; H. M. Alexander, general manager of research and development; Dr. Joseph

Worth Selling! Worth Talking About!

ARMSTRONG Sealing Compounds



Quick turnover—that is what you want in a line of specialties. And quick turnover you can have with ARMSTRONG Sealing Compounds, because these products are a genuine necessity for every home.

The distinctive labels on ARMSTRONG products insure buyer recognition—a factor which will help to keep stock moving out and profits moving in.

33 GLAZING COMPOUND

For Either Wood or Metal Sash



"33" retains its life-giving oils, stays elastic, and keeps the bond between glass and sash permanently intact.



Ordinary putty loses its "life," becomes rock-hard, cracks, chips off. The bond between sash and glass is soon broken.

"33" is of smooth, uniform consistency that takes initial "set" at once. It can be painted immediately after application. "33" remains permanently E-L-A-S-T-I-C—never dries out or gets rock-hard. And never chips, cracks or loses its bond. Also ideal for patching nail holes and cracks before painting, setting plumbing fixtures, etc.



Rely-on CAULKING COMPOUND

Protects Property — Saves Fuel

An inexpensive way for home owners to eliminate Drafts, Dirt, Insects, Rust, Rot, Unightly Holes and Cracks Inside and Outside. "RELY-ON" adheres to practically any surface—wood, brick, glass, stone, tile, cement, masonry or plaster.

"RELY-ON" stays permanently E-L-A-S-T-I-C. It does not dry out or become rock-hard and will not crack, chip or crumble. Available in both cartridges and in bulk.

THE NAME OF YOUR NEAREST JOBBER WILL BE SENT UPON REQUEST

THE ARMSTRONG COMPANY 1001 East 103rd Street • Chicago 28, Illinois

OTHER PLANTS: Detroit . . . Dallas . . . Richmond, California . . . Charlotte, N. C.

Leading Manufacturer of Compounds for Glazing, Caulking, Sealing



EST. 1913

D. Ryan, director of research; Dr. Roy W. Wampler, associate director of research; R. A. Gaiser, assistant director of research in charge of glass films.

I. G. Fowler, director of development; Frank A. Rodman, director of technical service; and Wilbur F. Brown, in charge of the chemical control plant at Rossford.

William H. Hasselbach, new vice-president for engineering, has been assigned full executive responsibility for that department. Succeeding him as director of engineering is Roy A. Nyquist.

Other engineers receiving promotions are Emmett L. Walters, former

chief mechanical engineer, and Russell W. Abbott, former chief structural engineer. They both are now associate directors of engineering. Nyquist, Walters, and Abbott are new members of the LOF permanent Technical Policy Committee.

Lite-Vent Factory Grows

The Lite-Vent Division of Harris-Ellman, Inc., in Detroit, Mich., has enlarged its factory, warehouse, and general offices. It also has built a 15,000 - square - foot warehouse in Lincoln Park, Mich.

Weyerhaeuser Adds 3 More Salesmen in South

The growing importance of the South and Southwest as a market for West Coast lumber products is attested by the assignment of three more salesmen to this region by the Weyerhaeuser Sales Co. of St. Paul, Minn.

G. V. Frederickson, Southern district manager, from Dallas headquarters has announced the assignment of W. J. Caisse as district representative in Birmingham, Ala. He will cover most of Alabama, Georgia, and southeast Tennessee.

Roy A. Brooks Jr. has been transferred from Springfield, Mo., to the Miami area to sell Weyerhaeuser products in most of Florida.

About July 15, G. Owen Wade will be transferred from Cape Girardeau, Mo., to Little Rock, Ark. There he will cover the state of Arkansas in place of the sales staff of the Southern Lumber Co. of Warren.

Recommend Marlite

...for the beauty of marble at far less cost!



The decorative trend is to marble! And you can cash in on this trend by recommending distinctive Marble Panel in five beautiful patterns. Each one authentically reproduces the beauty of true marble . . . designed to add that touch of luxury to any interior at a fraction of the cost!

And Marble Panel features the same soilproof baked plastic finish for which all Marlite panels are famous. It wipes clean with a damp cloth. Unaffected by moistures, smudges and stains, it stays like new for years.

So offer your customers the finest prefinished paneling—and save them money, too. Recommend the large Marlite panels, in Hi-Gloss, Wood-panel or Marble Panel, and the popular new Marlite Plank and Block—for building, remodeling or do-it-yourself. Make the most of Marlite—the profitable paneling for every interior. Marsh Wall Products, Inc., Dept. 797 Dover, Ohio.



Marlite®



*plastic-finished
wall and ceiling paneling*

Marlite Plank and Block Patent Applied For
Made With Genuine Accra® Tempered Durol®

Anderson Window Firm Marks 25th Birthday

Twenty-five years of growth and advancement in the manufacture of windows is being celebrated now by the V. E. Anderson Manufacturing Co. It was launched in 1930 in a barn in Detroit, Mich., where Victor E. Anderson Sr. and his wife started making window and door products.

Nels Anderson soon joined his brother in a limited partnership and development of the first combination window carried the firm into a new Detroit suburban factory. The Anderson storm window combined bottom panels of wire screen and glass, to eliminate the semi-annual window-changing operation.

Steady growth and a labor shortage during World War II prompted Vic Anderson to move his operations in 1943 to an ex-automobile plant in Owensboro, Ky., on the Ohio river. The firm soon incorporated and became distributors in Kentucky, Tennessee, Indiana, and Illinois for the ROW line of wood windows.

In 1954 the V. E. Anderson Manufacturing Co. built a special aluminum plant in Owensboro in which it has since produced its aluminum combination windows and doors, jalousies, casement windows, and sliding doors. Several years ago Founder Vic Anderson moved to Bradenton, Fla., to "take things easy" but soon set up an engineering and development department. Last year this was expanded into a complete window and door production plant to serve the Southeast.

The combined plants in Owensboro



Victor E. Anderson Sr., at left, was the founder of the Anderson window enterprise in Detroit, Mich., in 1930. His firm now operates window and door plants in Owensboro, Ky., and Bradenton, Fla. The Florida plant is seen above.

and Bradenton now cover over 200,000 square feet of floor space and provide employment for more than 200 persons. These include the 15 Anderson salesmen who call on 3,000 dealers in 20 states. Most deliveries roll in a company-owned fleet of semi - tractor and trailer

motor units.

In celebration of its 25th anniversary, the Anderson company has just introduced two new products.

The Vacol all-aluminum jalousie door is adaptable for use as a de luxe combination door in cool climate and as a prime door in the sunny South.

Heads Atlas Plywood

Robert A. Muller, senior vice-president, was elevated to the presidency of the Atlas Plywood Corp.,

Boston, Mass., at a directors' meeting on June 1.

He has been with Atlas Plywood since 1927 and succeeds the late Elmore I. MacPhie. Before joining the company as chief engineer and gen-



Open June
thru
Sept. 15
AMERICAN PLAN
Reasonable Rates

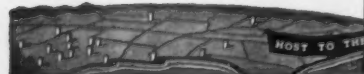
... At Restful HOTEL Mountain Lake

Mountain Lake, Virginia

AFFILIATED NATIONAL HOTELS

ALABAMA	Mobile	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville
HOTEL ANDERSON	Mobile	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville
HOTEL THOMAS ANDERSON	Birmingham	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville
SOUTHERN OF CALIFORNIA	Washington	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville
HOTEL WASHINGTON	Washington	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville
HOTEL WASHINGTON	Washington	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville
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HOTEL WASHINGTON	Washington	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville
HOTEL WASHINGTON	Washington	HOTEL PASTON	Greenville	HOTEL BUCKLEIGH	Greenville

- A new world of tranquil beauty . . . days that sparkle with brilliant sun . . . nights that are cool enough for blankets. A perfect place to loaf your time away . . . or enjoy tennis, fishing, swimming, golf, horseback riding, or mountain climbing in the picturesque mountains of Virginia . . . Choice of superb resort hotel accommodations or secluded rustic cottages.



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eral production manager, Muller was chief engineer of an engineering firm.

Richard D. Bolster, former assistant treasurer, was named assistant to the president. He joined the company after graduation from the Harvard University business school in 1930.

Organize American Wood Fabric Institute

The American Wood Fabric Institute has been organized by the manufacturers of woven wood fabric

and woven wood window and porch blinds, shades and drapes, and folding doors. The American Wood Fabric Institute's office will be in the Associations Building, 1145 19th Street, N. W., Washington 6, D. C.

These representatives of the charter members will constitute the board of directors of AWFI: John Hough, Hough Shade Corp., Janesville, Wis.; M. H. Rinehart, Columbia Mills, Inc., Syracuse, N. Y.; Harry P. Wayman, Consolidated General Products, Inc., Houston, Tex.; Ralph Warren, Warren Shade Co., Minneapolis, Minn.; and L. D. Williams, Williams Manufacturing Co., Constantine, Mich.

AWFI will act as the manufac-

turers' representative in all matters which affect the industry. Programs to develop commercial standards and for industry product promotion are under consideration. A program for use of AWFI quality certification trade - marks will be announced shortly.

Now Stran-Steel Corp.

The Great Lakes Steel Corporation's Stran-Steel Division, Detroit, Mich., manufacturer of steel prefabricated structures and building materials, became a separate corporate unit of the National Steel Corp. on July 1. The unit now is known as the Stran-Steel Corp.

The announcement was made by Ernest T. Weir, board chairman for National Steel, of which Great Lakes also is a unit. He said the change is being made to coordinate Stran-Steel sales, manufacturing, and engineering activities as part of a program to expand this section of the business on a nation-wide basis.



SOUTHERN METAL PRODUCTS CORPORATION

921 RAYNER • MEMPHIS, TENNESSEE
Phones: 2-9147 and 2-1898

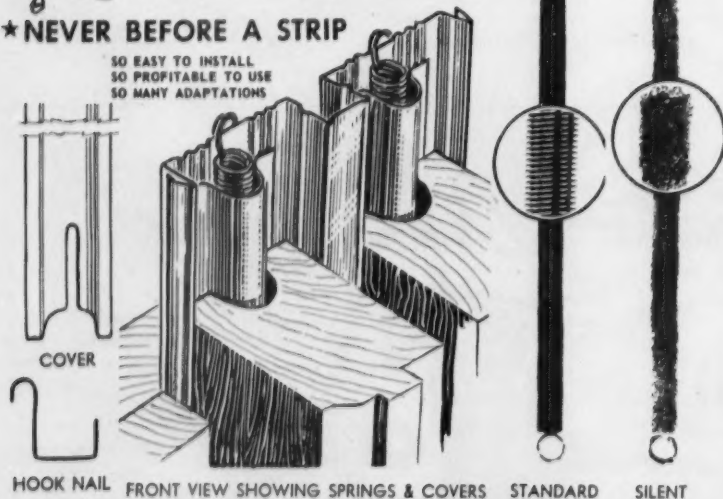
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JAMB No. 450

SPRINGS

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SO EASY TO INSTALL
SO PROFITABLE TO USE
SO MANY ADAPTATIONS



HOOK NAIL FRONT VIEW SHOWING SPRINGS & COVERS STANDARD SILENT

ALUMINUM SCREENS



All Aluminum Frame Construction
Complete With Ring Latch
18 x 14 Mesh Aluminum Wire Cloth
Stocked In Modular Sizes
Packed 12 Screens (1 Size) To Box
Specials Made On Order —

HALF LENGTH—Channel Type
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A 135 DLE
**SOUTHERN
RUGGED "E" LINE
OF THRESHOLDS**

Write Today For 1955 Catalog

SOUTHERN METAL PRODUCTS CORP.

921 Rayner St.

Memphis, Tenn.

EDWARD L. PECHMANN is the new Southeastern sales representative for Carr, Adams and Collier Co., Dubuque, Iowa, woodwork manufacturers. He had served for 20 years in Memphis, Tenn., with the American Steel and Wire and the Tennessee Coal and Iron Divisions of the U. S. Steel Corp. before taking over the Biltwell woodwork position. From his new home at 924 Springdale Lane in Gastonia, N. C., he will call on woodwork jobbers and their dealer customers in the Carolinas, Virginia, West Virginia, Georgia, and Florida. A native of St. Louis, Mo., he served three years in the U. S. Army during the second World War.

Kitchen Cabinet Makers Issue Standards Sheet

The Steel Kitchen Cabinet Manufacturers Assn., 1008 Engineers Building, Cleveland 14, Ohio, has prepared an Architect's Specification Sheet on steel cabinets as a guide to good construction minimums.

Among the qualifications, it states that "Cabinets shall be fabricated from sheet steel of furniture quality. All exposed face and end members shall be of minimum 22-gauge steel; backs, door and drawer linings and shelves, minimum 24-gauge."

Typical other qualifications are: "All drawers shall be equipped with position stops to avoid accidental complete withdrawal . . . All face members shall be free from bolts or screw heads . . . All doors shall be insulated with sound-absorbant material . . ."

"Proof of Quality" Promoted by Curtis

A complete package promotion, proving how much it pays to "buy quality" in building or buying a home, is now being made available to Curtis woodwork dealers by Curtis Companies, Inc., Clinton, Iowa.

The entire promotion is built around the results of a nation-wide survey of real-estate agents recently completed for Curtis by Business Statistics of Chicago. In this survey, leading real-estate men were asked to value two homes whose only difference was that one was built of quality building materials, the other of inferior materials.

The real-estate experts said that the quality home was worth 10 per cent more than the inferior home the day it was finished—and 18 per cent more in 10 years. They explained that quality materials last longer, look better longer, need less maintenance and repair. Quality materials save money for the homeowner through the years, the realtors said, as well as make his home easier to sell—and at a higher valuation—than the home built of inferior materials.

Stops End-Checking

As a precaution against end-checking of wood, Mauk Warehouse, Inc., Toledo, Ohio, lumber wholesaler, now spray-paints the ends of all lumber stacked out of doors.

Clinton A. Mauk, vice-president and secretary, reports that before this protective method was instituted several months ago, hundreds of dollars worth of lumber was lost because of this waste.

STRICTLY wholesale

CHARLOTTE, N. C.: Sales Manager George W. Barnett recently was elected vice-president in charge of sales for the **Miller Mill Work Corp.** by the board of directors, announces Marvin L. Miller, president. Mrs. Lorraine Davis was appointed office manager of this wholesale firm.

ATLANTA, GA.: **Atlantic Wholesalers, Inc.**, at 1110 West Peachtree Street here, has been appointed a distributor for Kentile, Inc. They will distribute Kentile, Kenflex, Kenrubber, Kencork, Kenflor, and related tile products in Atlanta suburbs and western Georgia.

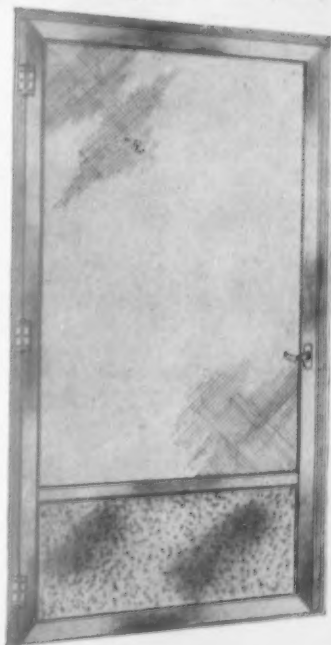
ALBANY, GA.: **The Ferrell-Wight Co., Inc.**, has been awarded the franchise to distribute Republic steel kitchens in more than 50 counties in southwestern Georgia. The firm has been distributing appliances since 1928, with a staff of 15 salesmen.

ATLANTA, GA.: **The L. B. Foster**

NEW-NEW-NEW-NEW ALL ALUMINUM SCREEN DOOR

...at a price you will be glad to pay

- Rich satin finish extruded aluminum frame.
- Embossed kick plate doesn't show scratches.
- No rotting or warping — never needs painting.
- Aluminum "Z" for top and sides and expander at the bottom insures perfect fit.
- Extra heavy corners eliminate sag.
- Finger tip latch with inside locking device.
- Three heavy hinges for longer wear.
- Alclad aluminum screen wire.
- Easy to install with instructions on every door.
- Priced to sell to the project builder.



For prices, quantity discounts, and other information consult your Wholesale Building Material Distributor or write to

MODERN PRODUCTS, INC.
1032-38 W. KANSAS AVE. McPHERSON, KAN.

Co., supplier of pipe, steel sheet piling, and railroad trackage materials, has opened an Atlanta office. The 52-year-old firm also has offices in Pittsburgh, New York, Chicago, Houston, and Los Angeles. Paul A. Duke will be manager of the Atlanta office, assisted by Harold Ford.

PITTSBURGH, PA.: Walter Weismiller, sales manager of the Pittsburgh Interlock plastic wall tile division of Jones and Brown, Inc., has announced several new distributors. They include **Monumental Millwork, Inc.**, Baltimore, Md.; **Richard England Associates, Inc.**, Washington, D. C.; **Roberts Wholesale Co.**, Wheel-

ing, W. Va.; **Neesse's Linoleum Service**, Shelbyville, Tenn., and **Eveready Supply Co.**, Dallas, Tex.

LAKELAND, FLA.: John W. Criswell is now sales representative for the **Chas. McCormick Lumber Co.**, wholesalers of cypress, yellow pine, and Western woods, in central and western Florida. He previously was manager of the St. Petersburg warehouse of the Hamilton Plywood and Lumber Co. of Orlando.

ATLANTA, GA.: The **Atlantic Steel Co.** has been appointed distributor for aluminum warehouse products made by the Kaiser Alu-

minum and Chemical Sales, Inc., Oakland, Calif. Atlantic Steel will distribute Kaiser aluminum sheet, plates, bars, rods, wire, and tubing.

ATLANTA, GA.: **Chicopee Fiberglass** frameless window screens and the **Leslie Welding Co.** line of attic louvers and foundation and eave vents are now distributed in Georgia by the **Schaefer Sash and Door Co.**

PORTLAND, ORE.: The **Oregon Pacific Lumber Co.**, distributor of West Coast lumber throughout the United States, moved into its new headquarters the latter part of June. The office contains 3,000 square feet of floor space, and the warehouse 15,000 square feet.

COLUMBIA, S. C.: To serve dealers throughout South Carolina, **Southern Wholesale Builders Supply** has opened for business in a warehouse on Berea Road with Lin W. Reed as manager. He formerly was a salesman for **Dealers Supply Company** in Durham, N. C. with which the new wholesale company here is affiliated. Among the brands of building products **Southern Wholesale Builders Supply** will sell are Barclay tileboard, Insulite, B & T metal trims, Handy-Hooks, Mastro plastic wall tile, Bonny Maid floor coverings, Kwikset locks, and Burns tension screens.

SAVANNAH, GA.: A commercial warehousing and light manufacturing development is planned on five acres of Wheaton street property near railroad tracks. The first tenant to lease in the new industrial district is the **U. S. Plywood Corp.**, which will occupy a 10,000-square-foot building.

New Building Specialty Firm Opens in Atlanta

The Construction Specialties Co. opened at 1016 Boulevard, N. E., in Atlanta, Ga., last month to distribute building products in the Georgia area. Lamar Q. Ball Jr. is president and treasurer of the firm. James S. Bonner Jr. is vice-president and secretary.

They are distributors of the One-der Frame line of packaged steel doors and window and door frames. They also will wholesale the Crittall line of steel windows, including residential and institutional types.

A graduate of Georgia Military College, Ball served for the past four years as sales representative in Georgia and South Carolina for the Skil Corp., makers of industrial and trade power saws. Bonner is a graduate of the University of Georgia and a former Air Force jet pilot.

The Construction Specialties Co. will add other lines of building products to supply dealers and project contractors, President Ball said.



You can't blame him for not keeping a poker-face—he knows he has the winners in hand. There's no bluffing about this; you take *all* the tricks, rake in *all* the chips, when you stock King Chemical's preservatives. Pentachlorophenol, zinc—or copper naphthenate—there's one for every preservative need to help you get your share of the ever-growing market, all of them attractively merchandised.

There's a King Preservative—*Seal-Treat*, *Deep-Treat*, *Coppo* or *Coppo Clear*—to do everything. They stop rot and mildew, kill termites and prevent termite infestation, stop warping and swelling.

You hold all the aces with these preservatives:

<p>Coppo (Green)</p>		<p>Seal-Treat</p>
<p>Coppo (Clear)</p>		<p>Deep-Treat</p>

Write us for additional information and nearest jobber now!

KING CHEMICAL CO.

FORMERLY THE COPPO CO., INC.

2342 South Lauderdale • Memphis 6, Tennessee

Write us for a supply of folders that tell your customers how they can rid their homes of termites with DEEP-TREAT.



Olmsted Manages U. S. Plywood Units in South

L. B. OLMSTEAD, above, general manager of the 15 branch warehouses of the United States Plywood Corp. in the Southeast and Southwest, has been elected vice-president of the corporation. Until December the warehouses had been jointly

owned and operated by U. S. Plywood and the Mengel Co.

Since May 1 the 15 Southern warehouses have been operated under the U. S. Plywood name. Olmsted serves as vice-president and general manager from regional headquarters at 1215 South 7th Street in Louisville, Ky.

Olmsted joined Mengel in 1920 in the cost department. In 1939 he was made general sales manager of the wood products division. In 1943 he was appointed vice-president and general manager of U. S.-Mengel Plywoods, Inc., the distribution subsidiary. In 1949 he was elected president of this firm. He also served on the Mengel Company's board of directors for three years.

Wholesalers Discuss Closer Industry Ties

The Southern Wholesale Lumber Assn. held a one-day meeting May 27 in Birmingham, Ala., to discuss closer relations between producer, wholesaler, and retailer.

The group also discussed a proposed 15-per-cent reduction of railway rates to combat the trucking industry; lower wage rate to be paid by producers of rough lumber, and some sort of insurance where ship-

ping is done by truck.

Elevated to the presidency was A. D. Burdette, Meridian, Miss. Other officers are Thomas Estes, Nashville, Tenn., first vice-president; Earl Raiford, Asheville, N. C., second vice-president; W. C. Smith, Montgomery, Ala., treasurer, and Robert Darrah, Livingston, Ala., re-elected secretary-manager.

Lumber Wholesaler's Services Stressed

Wholesalers are succeeding in their efforts to throw off the "stigmatism of the 'profiteering middle man'" and gain recognition of the "value added by distribution," Martin T. Wiegand, vice-president of the National-American Wholesale Lumber Assn., told the 1955 spring meeting of the National Lumber Manufacturers Association.

Wiegand, an ardent Hoo-Hoo who operates a lumber wholesaling firm in Washington, D. C., recalled that in the 17th century some economists believed "both manufacturing and trading were unproductive, sterile and vulgar." In time, he related, manufacturing became recognized as "productive, fertile and honorable," but only recently has whole-



Lights the way . . .

. . . to greater door sales!

The VISADOR METHOD of glazing flush doors has opened a new field of beauty for American homes and businesses. Every taste for design — whether conventional, contemporary, or ultra-modern — can be fully satisfied. All this is now possible since Visador developed, pioneered, and produced the first prefabricated light and louver inserts for flush doors. Insist on VISADOR — and get the finest in craftsmanship, economy, and individuality.

Jobbers — Write today for complete information on the Visador Method of glazing and louvering flush doors, including installation suggestions.

Dealers — Contact your Jobbers for doors glazed with Visador lights, or write today for a list of Visador Jobbers in your vicinity.



The **VISADOR Co.**

P. O. Box 10312 DALLAS, TEXAS

These are but a few of the attractive designs quickly and easily obtained by installing one or more of the great variety of Visador lights in flush panel doors. Time required per unit — 5 minutes or less.

saling become accepted as "economically justified as a measure of output in national statistics."

"The latest Department of Commerce figures show some 250,000 wholesalers of all kinds, doing an annual sales volume of \$235 billion. Five hundred members of the National-American Wholesale Lumber Assn. are contributing, I believe, about a billion and a quarter dollars' worth of this total.

"So the present-day lumber wholesaler, dressed in a new suit and with a record of volume business getters, popularly referred to now as the 'value added boys,' are ready to go to work for you."

The more than 100 lumber manufacturers gathered at Sea Island heard Wiegand report these advantages of dealing with wholesalers:

"We guarantee to perform to satisfaction—the responsibility of being your representative. We'll deliver the goods into the possession of the retailer at his place of consumption when he wants to use them. This is known as the place, time, and possession utility. To do this — to get your material on the job when wanted, where wanted, and as wanted, involves such functions as the financing, storing, and balancing of inventories. It calls for handling and delivery equipment.

"We assume the risks of unfavor-

BEST SALESMAN FOR HUTTIG DURING 1954

J. B. (Bonnie) Hollingsworth, left, here receives the "Sammy Award" for distinguished salesmanship during 1954 from George L. Herpel, president of the Sales Executive Assn. of St. Louis, Mo. It is presented annually by this group. Hollingsworth has served the Huttig Sash and Door Co. for over 20 years. His Knoxville, Tenn., territory showed more improvement over the previous year than 60 others.



able price changes. We carry the credit risks. We give you aggressive, intelligent, and persuasive selling and some sales promotion work. We have sufficient capital to pay promptly and handle special financing, and if you keep us informed about the production market we will give you the pulse beat in the consumption market.

"We save you the trouble and ex-

pense of expanding your own organization and capital structures. We give you complete market coverage which gives you full utilization of your production facilities."

Zuber to Show New Atlanta Facilities

Dealers from throughout Georgia and adjoining areas will gather in Atlanta on Saturday, July 23, for "open house" in the enlarged plant of the Zuber Lumber Co. at 1661 DeKalb Avenue, N. E. Established in 1889, this firm claims to be the South's oldest wholesaler and jobber of building materials.

In the past 12 months, the office space of the Zuber Lumber Co. has been increased 100 per cent, warehouse space expanded 50 per cent, and the freight carloading and truck dock loading facilities have both been doubled.

From 9 a. m. to 6 p. m., the enlarged Zuber plant will be open for inspection. Most major lines of building products handled by Zuber will be on display, with factory representatives present to discuss them.

Substantial door prizes will be awarded and useful souvenirs will be presented to all visitors. Fried chicken and "all the fixin's" will be served visitors all day long.

On hand to greet their customers and suppliers will be all Zuber office and sales personnel, headed by J. W. (Bill) Zuber and Bruce Byrd. Territory salesmen include Charlie Chase Jr., Weems Jones, Marion Harris, Eli Ingram, and Owen Perry.

Office salesmen are Fred Johnson, Marlin Gilbert, Tom Goodman, and Jim Chandler. The key warehouse staff members are W. E. Jones, J. O. Cato, Pete Dukes, J. Farmer, and Ed Ellis.

Stock Faster Selling

Economical
Proven in
Use

High Flash
Point

Slow Drying—
Long Leveling

Pleasant
Odor



Gals., Qts., Pts., Hf-Pts.

Dixie Jobbers Hear Ways to Increase Wood Products Use

"WAYS AND MEANS of Increasing the Use of Wood Products" were detailed at the 20th annual meeting of the Southern Sash and Door Jobbers Assn. at the Hotel Peabody in Memphis, June 13-14. A record attendance of 331 was reported by Secretary-Treasurer Thomas Birchfield.

Participating in the opening panel discussion Monday morning of wood products use were these representatives of the producing organizations: R. D. Behm, Hardwood Plywood Institute; James F. Fowler, Douglas Fir Plywood Assn. and Fir Door Institute; Ormie C. Lance, National Woodwork Manufacturers Assn.; C. A. Luce, West Coast Lumbermen's Assn.; Robert H. Morris, Ponderosa Pine Woodwork; W. H. O'Brien, Southern Pine Assn.; George C. Romeiser, Southern Hardwood Products, Inc., and Joseph W. Sherar, Western Pine Assn.

Robert H. Herbst, assistant manager of Ponderosa Pine Woodwork, explained how it would promote the acceptance of the American Wood Window Institute seal of approval program by the Federal Housing Administration and architects.

PPW just absorbed the AWWI activity which was initiated in 1949 by the Southern Sash and Door Jobbers Assn. to improve the quality and promote the acceptance of wood window units.

At the Monday luncheon, Arthur W. McCain, vice-chairman of the board of the Union Planters National Bank, Memphis, explained current conditions of credit and mortgage money.

An open forum for jobbers and suppliers on their problems and solutions was then moderated by K. T. Casey, manager of the Jackson Sash and Door Co. Armstrong Cork's F. O. Schweizer showed a sound slide film "Through the Buyer's Eye."

Following an evening of social gaiety and entertainment, the annual meeting for SSDJA members was held Tuesday morning. First speaker was Martin T. Wiegand, Washington, D. C., wholesaler and treasurer of the National Assn. of Wholesalers, who urged his audience to "Speak Up for Wholesaling."

As customary, the officers of SSDJA were re-elected for a second year's term. James M. Green, Pal-

metto Sash and Door Co., Orangeburg, S. C., continues as president; David P. Steves, Steves Sash and Door Co., San Antonio, vice-president; and Thomas Birchfield, Memphis, as secretary-treasurer.

New members of the board of directors include: G. Howard Beasley, Beasley and Sons Co., Nashville, Tenn.; B. J. Wheless, Allen Builders Supply Co., Jackson, Miss.; Harold McNabb, Wm. Cameron & Co., Waco, Tex.; R. T. Edwards, Central Woodwork, Inc. of Georgia, Atlanta; Wayne Lowrie, Cole Manufacturing Co., Memphis; Joe Davidson, Davidson Sash and Door Co., Lake Charles, La.; Herman Detering, Detering Co., Houston, Tex.; W. J. Baldwin Jr., Jacksonville Sash and Door Co., Jacksonville, Fla.; R. S. Kennedy, T. H. Rogers Lumber Co., McAlester, Okla.; and J. Reese Jones Jr., Victoria Sash and Door Co., Shreveport, La.

Tuesday afternoon a party of the jobbers and suppliers toured the factory of the Wabash Screen Door Co. The new board of directors held its first meeting that afternoon to lay plans for the winter meeting and SSDJA services.

SELL Trinity White

the whitest white Portland cement

... for the utmost beauty in architectural
concrete units ... terrazzo ... stucco ...
light-reflective uses ... and better color jobs.



Sell Trinity White Cement when the permanence and workability of a portland cement is needed plus the remarkable beauty of a brilliant white. So when you're asked for something that is better than the ordinary—you'll find that making it of Trinity White Cement is a most constructive suggestion. It's a true portland and meets all Federal and ASTM specifications. For descriptive literature, write Trinity White, 111 W. Monroe St., Chicago.

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles



dealer NEWS

MISSOURI

ALBANY: Jerry Althouse is now manager of the local Fullerton Lumber Co. yard. He was transferred from Fullerton's yard in Oakland, Iowa, to succeed Otto Krumm.

MEXICO: Headed by H. C. Baker, the Baker Lumber Co. of Madison bought controlling interest in the Mexico Lumber Co. here from the Frank Mahers of Louisiana. Marion Page continues as manager with the aid of all previous personnel. The Mahers operate the Louisiana Lumber Co. in that Missouri town.

CARTHAGE: Tilton Bannister has bought the interest of R. S. Smoot in the Builders Supply Co. Bannister and Smoot were partners in the business, with both their wives owning stock. Mrs. Bannister has bought the stock of Mrs. Smoot.

RICHMOND: George Parsons is new manager of the Long-Bell Lum-

ber Co. branch here, having transferred from Pittsburg. He replaced J. W. (Bill) Pattinson, who was promoted to manager of the Parsons, Kan., yard.

TEXAS

SAN ANTONIO: Smith Kirby, an outstanding lumber firm executive in San Antonio, has opened his own firm at 3504 Bandera Road. The new Kirby Building Materials Co. carries a full line of standard building materials and delivers all over town. Kirby has served as president of the San Antonio Retail Lumber Dealers Assn. and is a vice-president of the local Hoo-Hoo club. His nephew, Jerry Kirby, is associated with him in the business.

BARTLETT: Bill Schleede has bought the Wm. Cameron & Co. yard here. The firm will continue

the same business practices under its new name, the Bartlett Lumber Yard. James W. Burns is assistant manager.

WYLIE: The Mullins Lumber Co. has bought the Wylie City Hall, which was torn down immediately.

HOLLAND: John C. Kuhlmann has bought the Holland branch of Wm. Cameron & Co., which he will operate as sole owner. Kuhlmann has managed the yard since 1919.

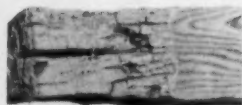
FORT WORTH: Shelby Owens has opened his own building supply business, offering planning, financing, and construction services to customers. He formerly was co-owner of the Stuckert-Owens Lumber Co. Owens will serve as president; Forrest H. Lacy, vice-president; Thomas L. Purvis, secretary-treasurer, and Aubrey Sanders, office manager.

HOUSTON: The Pioneer Lumber Co. has opened a new yard on a two-

TaCo-Wood now available locally!



The TaConized board after 2 yrs. in the ground is still as sound as on the day it was put there. TaCo-Wood is not only pressure treated with an oil-borne preservative, but also has been vapor solvent recovered — it's dry lumber, as workable as natural wood.



The untreated board has been destroyed in less than 2 yrs. Untreated wood will rot and be attacked by termites, making repairs costly and recurrent. Wood treated only with an oil-borne preservative and not TaConized will ruin paint surfaces by discoloring and "bleeding."

We specialize in treating lumber in Transit, serving all points East of Mississippi River. Plant is adjacent to SEABOARD AIR LINE—SOUTHERN RAILWAY—N. C. & St. L.—L. & N.

Truck Shipments for Short Hauls

Commercial Treating of Timbers—Large Stock—Boards—Dimension

LONGLEAF LUMBER COMPANY, INC.

Wholesalers of West Coast Lumber Products to Retail Dealers & Industrial Accounts
1094 Huff Rd., N. W.—Tel. BE 8246-8247
ATLANTA, GA.



SALES TRAINER

Director of a continuing sales training program for personnel of the retail yards of Wm. Cameron & Co. in Texas, Oklahoma, and New Mexico is Jim Cawood, above. He is a former school principal and educator. He is teaching Cameron salespeople in financing, credit, legal matters, estimating, plan reading, display, marketing, and merchandising.

acre site off Katy Road. A. L. Rives, who recently organized the firm, said the yard will handle a complete line of building materials. . . . The Builders Supply Co. is planning an expansion program to cost about \$500,000. It will include a ready-mix concrete plant and 10,000-square-foot warehouse, being built at McKee and Buffalo Bayou. A 20,000-square-foot warehouse and 6,000-square-foot air-conditioned office will be built at Alief and Chimney Rock.

BEAUMONT: W. M. Pugh has opened the Texas Lumber and Manufacturing Co. at 1977 Railroad Ave. In a newspaper ad, he offered "Free estimates, day or night."

NACOGDOCHES: The Olds Hardware and Lumber Co. has opened a furniture department. Operated by Troy Olds and his wife, the store also has been completely remodeled and expanded.

MANSFIELD: C. C. Ervin has been appointed manager of the Farmers Lumber Co. Previously, Ervin was a building contractor in the Mansfield area.

MARBLE FALLS: Norman LaForge is new manager of the Gieseke Lumber Co. He has been in the building industry for 29 years.

LaMARQUE: Roland Tharp, busi-

ness manager of the Tharp Lumber Co. and a student at the University of Houston, recently won first place in a poetry and short story contest. He also was a winner in the same competition last year.

MEMPHIS: New manager of the Cicero Smith Lumber Co. here is Cecil Edwards. He was transferred from the company's yard at Bovina.

LOUISIANA

SHREVEPORT: The name of the J. W. Davenport Co., metal building products firm, has been changed to the Harold Lipper Co. The personnel, products, and policies remain the same. . . . Paul Wisinger has been appointed sales manager of the Stevens Lumber Co. He has been active in lumber sales for more than 16 years.

NATCHITOCHES: Louis W. Helms has been promoted from assistant to manager of the Howard Lumber Co. He succeeded C. A. Robbins, who is now manager of a Minden lumber yard.

CHARTERS OF INCORPORATION: Barry Ready-Mix Concrete, Inc., Lafayette.

KANSAS

COLBY: Charles P. Lundgren has been made a vice-president of the Hardman Lumber Co. He has been with the firm 25 years, serving now as sales manager in charge of retail sales. The family will move from Colby to Osborne headquarters.

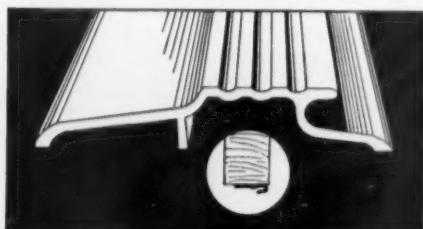
PARSONS: J. W. Pattinson, formerly manager of the Long-Bell Lumber Co. yard in Richmond, Mo., has been promoted to Parsons manager. He succeeded I. M. Patterson, who joined another firm in Wichita.

ATTICA: The Crowell Lumber Co. is remodeling its office, covering the outside with white shingles.

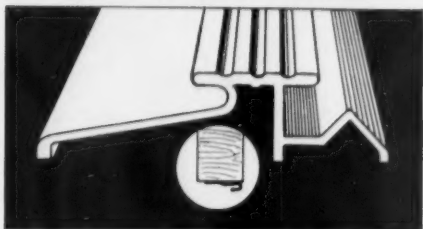
NEODESHA: The O. E. Woods Lumber Co. held "open house" May 21 to introduce its remodeled store to customers. Frank Parret, local manager, says the modernized building has a new front and the sheds have been remodeled.

FLORIDA

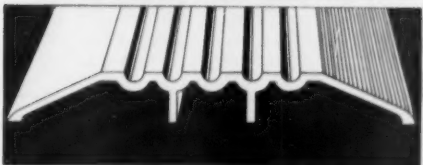
FROSTPROOF: The Bagwell Lumber Co., which opened a year ago in May, already has outgrown its original quarters. It has completed a new



3501-L—Packaged with J-Hook, Nails and Screws



3502-L—Packaged with J-Hook, Drip Pan, Nails and Screws



435-L—Packaged with Nails and Screws

Profit
PRODUCERS
Premier *New* **LOW PRICE**
THRESHOLD
PLATES

Write for NEW Catalog and Price List

METAL TRIMS, INC.

P. O. Box 1072 · YOUNGSTOWN 1, OHIO

P. O. Box 632 · JACKSON, MISS.

building to take care of increased business. President W. C. Bagwell divides his time between the Frost-proof yard and another yard in Fletcher, N. C. He is assisted by his two sons, Tommie and Franklin.

KENTUCKY

LEXINGTON: The Lexington Building Supply Co. recently opened for business at a new location at the corner of Delaware and Lagonda. The firm offered many special "opening" buys.

TENNESSEE

MADISON: The Vick and Ferguson Lumber Co. held a three-day grand opening June 8-10. The Gallatin Road firm is managed by Bert Ferguson, a former employee of the Sherwin-Williams Paint Co. The other two partners are the Vick brothers, who also operate companies on the Clarksville highway and in Ashland City.

CHARTERS OF INCORPORATION: Springfield Lumber Co., Inc., Springfield.

ALABAMA

BIRMINGHAM: C. J. Davis has bought the interests of N. E. Barker and Hugh Franklin Jr. in the City Lumber Co. Davis formerly operated a sawmill in Shelby county.

CHARTERS OF INCORPORATION: Colonial Material Co., Montgomery.

GEORGIA

ABBEVILLE: The Wilcox County Chronicle has been purchased by a group of Abbeville business and professional men. Among the new owners of the newspaper is C. W. Gillespie, contractor and lumberman, and president of the Gillespie Co. and the Houston Manufacturing Co.

NORTH CAROLINA

STATESVILLE: Fire of undetermined origin caused \$125,000 damages to the Piedmont Lumber Co. on June 2. Most of a building housing a machine shop, resawing department, cabinet shop, and storage space was destroyed. The company

office and a power lift, used in hoisting large stacks of lumber, also were destroyed.

ARKANSAS

CONWAY: Charles Miller has been named manager of the Adams Lumber Co. He formerly worked in Little Rock.

OBITUARIES

ARMOUR C. BOWEN SR., 63. President, Armour C. Bowen Hardwood Lumber Co., Memphis, Tenn.

S. JOHN WILLIAMS, 44. President and owner, J. C. Steel Lumber Co., Monroe, La.

L. C. GILBERT, 61. Manager, White Lumber Co., Jackson, Miss.

C. T. WELLS SR., 66. General Manager and secretary, Peterson Lumber Co., El Paso, Tex.; secretary, Del Norte Realty Co., W. H. Peterson and Co. contracting firm, El Paso Lumber Co., Peterson Lumber Co. of Fabens, and Peterson Lumber Co. of Mesilla Park.

CLARK E. WEAVER SR., 63. Vice-president and general manager, Roddis Lumber and Veneer Co., Kansas City, Kan.

J. FRED HATHCOCK, 61. President, J. Fred Hathcock and Sons retail lumber firm, Nashville, Tenn.

S. SEWELL COMBS, 76. Vice-president, Combs Lumber Co., Frenchburg, Ky.

WILLIAM SMITH DORRIS SR., 67. Owner, Greenbrier Lumber Co., Springfield, Tenn.

PAUL KLEIN, 99. Widely-known lumber dealer, ancient Hoo-Hoo, and founder of the Klein Lumber Co., Iola, Kan.

HARRY BENJAMIN HOUCK, 66. Owner, H. B. Houck Lumber Co., Little Rock, Ark.

W. P. MORTON SR., 66. President, Home Lumber Co., Hazard, Ky.

To Make "Stellabord"

The special process $\frac{3}{4}$ " gum hard-board plywood panel, formerly made by the Mengel Company at their Laurel, Miss., plant and merchandised under the trade name "Mengelbord," will soon be marketed under the trade name "Stellabord."

Elmendorf Research, Inc., of Chicago, has licensed Southern Plywoods, Inc., of Greenville, Fla., for manufacture of this type of one-piece face 4' x 8' x $\frac{3}{4}$ " hardwood plywood. Initial production is anticipated this month.



Andy says...

**if it's worth building,
it's worth saving with**

androc
PENTACHLOROPHENOL
WOOD PRESERVATIVES



**Now Available
in THE SOUTH!**

PROTECTION AGAINST

ROT - TERMITES - INSECTS - FUNGI and STAIN

Every wood product deserves Androc Penta protection to assure prolonged life. Your customers benefit — you benefit when you sell them the Androc Penta products that gives this protection.

RED LABEL Androc Penta Water Repellent
A fast drying, fast penetrating preservative for millwork and all wood products to be painted or varnished. One coat makes an excellent primer and sealer, prevents checking. Available in quarts, gallons and drums.

GREEN LABEL Androc Penta Concentrate
A low cost, deep penetrating preservative in a 1-to-10 concentrate. Ideal for posts, poles, ramps, docks and construction lumber. Available in quarts, gallons and drums.

ANDROC CHEMICAL CO.

7301 WEST LAKE ST.
MINNEAPOLIS 16, MINNESOTA

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association activities



NEW DIXIE MEMBERS OF NRLDA BOARD

Two new dealer members of the board of directors of the National Retail Lumber Dealers Assn. in May attended their first board meeting at the Shoreham Hotel in Washington, D. C. Visiting with them in photo above are two "old timers." The new board members are James Grayson, left, of Birmingham, and Ray Tylander, second from left, of West Palm Beach. Grayson is new president of the Alabama Building Material Exchange and that body's NRLDA board member. Tylander is immediate past-president of the Florida Lumber and Millwork Assn. With them are Mrs. Marie Bennett, secretary-treasurer of the Florida Lumber and Millwork Assn., and Oertell Collins, of Savannah, dealer-director for the Building Material Merchants of Georgia.


Advise MALA Dealers

Bill Hillwig and Herb Saltzer have been appointed merchandising advisors to members of the Middle Atlantic Lumbermen's Assn.


Both have had many years of experience in retail store merchandising and have served as consultants to all sizes and types of retail firms. They operate the S and H Retail Service in Allentown, Pa., and have developed a hard-hitting program especially for the lumber industry.

SWA Honors Roy Jones

Roy G. Jones, who served as treasurer of the group for five years until his retirement from the Willingham-Tift Lumber Co., was presented a silver service in appreciation of this service by the Southern Woodwork Assn. at the spring meeting in Atlanta, Ga. He has retired from the special millwork business to his De-



CONCRETE FOR DEPENDABILITY



PENN-DIXIE CEMENT

Corporation

OFFICES: New York • Boston • Atlanta • Des Moines
 Pittsburgh • Chattanooga • Nazareth • Philadelphia
 Milwaukee • Chicago • Potosky • Detroit

PLANTS: Kingsport, Tenn. • Clinchfield, Ga. • Richard City,
 Tenn. • Nazareth, Pa. • Penn-Allen, Pa. • West Winfield, Pa.
 Potosky, Mich. • Bath, Pa. • Des Moines, Iowa

DISTRIBUTING PLANTS: Chicago • Milwaukee • Detroit



Easy to Operate
Balanced Spring Action
Sturdy Space Saver
Easily Installed
Disappears into ceiling!

A fully assembled, complete packaged unit. Meets all F.H.A. requirements. Nationally advertised! Product liability insured. Sold through jobbers only.

GOOD DESIGN
QUALITY MATERIALS
SKILLED WORKMANSHIP

Wire, phone or write for special truck or carload prices, and complete specifications.

MARION T. DAVIS & CO.
Sales Representatives
281 North Ave., N.E.
Atlanta 5, Ga.

Representatives wanted in open territories

THE MARWIN COMPANY
 Manufacturers
 P. O. Box 567 · Cayce, South Carolina

Kalb county farm.

Highlights of the SWA meeting were an exchange of forms used for mill orders, agreement to continue the semi-annual wage rate surveys, resolutions urging support of the Architectural Woodwork Institute through firm memberships and urging AWI's concentration on one mill-work promotion at a time.

The annual fall meeting of the Southern Woodwork Assn. is planned for New Orleans in November.

New Services Provided Southwestern Dealers

Under the leadership of President C. M. McAllister, Secretary-Manager Ken Milliken, and other officers, members of the Southwestern Lumbermen's Assn. are fast receiving the extra services and conveniences promised at the Kansas City convention last January.

To help supply dealers with the mortgage funds needed for new home construction, especially in smaller communities, the Southwestern association has made arrangement for mortgage banking firms to service such loans. These firms include Charles F. Curry and Co., Kansas City, with branches in Oswego and Wichita, Kan.; Tulsa, Okla., and Little Rock, Ark.; Davis-Wellcome Mortgage Co., Topeka, Kan.; American Mortgage and Investment Co., Oklahoma City, Okla.; Mercantile Mortgage Co., St. Louis, Mo., with a branch in Sikeston, Mo. Dealers should contact the firm office nearest them or check with the SLA office.

July 1 was the latest periodic enrollment plan date for dealer members to enroll their personnel in the group insurance program handled for SLA by the John Hancock Insurance Co. It includes life, accidental death and dismemberment insurance, and maximum daily hospital, in-hospital medical expense, hospital special service, and surgical expense benefits.

The Southwestern association also has provided a special workmen's compensation and casualty insurance plan. Any part of 70 per cent of the total premiums paid by all participating member firms on this insurance—not used for payment of losses—will be returned to dealers by the association. Special rates are provided on key employees' passenger cars.

The association recently introduced a credit control and collection service. All money is paid directly to the lumber firm buying the service.

An accounting and tax consulting service is available to dealer-members at lower cost through the Southwestern association. Arrangements were made with Wolf and Co., a national accounting organization with offices in a network of cities.

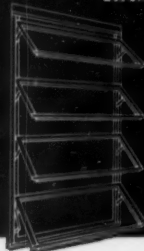
*One of the oldest names
in steel windows —*

VENTO

**now manufactures
ALUMINUM
WINDOWS**

- Our first product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.

Exclusive Features in



**VENTO
ALUMINUM
AWNING
WINDOWS**

AUTOMATIC LOCKING . . . No gadgets to turn, no gimmicks to operate, nothing to get out of order.

WEATHER TIGHT . . . VENTO alone keeps metal to metal contact plus metal to weatherstrip.

UNLIMITED ADJUSTMENT . . . Unique in ability to be quickly returned to proper adjustment.

POWER PLUS OPERATOR . . . Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION . . . Nylon roller blocks at all friction points permit finger tip operation.

ENGINEERED SIZES . . . We are able and eager to make any special window of this type. You will never hear "we can't do it" here at VENTO!

Also ask about

VENTO Steel Casement Windows, Basement Windows, Industrial and Commercial Windows (projected, pivoted and security types) Utility and Barn Windows, Formed Steel Lintels for Block and Brick Construction.

Write us for full information. Some desirable territories are open for representatives and distributors. Write for full particulars.

VENTO **STEEL PRODUCTS
CO., Inc.**
 253 Colorado Street Buffalo 15, N. Y.

Workshops for Texans

The Lumbermen's Assn. of Texas has issued a schedule of 12 more one-day workshops on pricing and meeting competition for owners, managers, and assistant managers.

These workshops will be held in Harlingen, July 14; Houston, July 21; Austin, July 29; Denison, August 16; Fort Worth, August 18; Waco, September 9; Dallas, September 20-21; Tyler, September 26-30; Lubbock, October 4; Amarillo, October 7, and Bryan, October 27.

Investment Corp. Moves

The Lumbermen's Investment Corp., an organization sponsored by the Lumbermen's Assn. of Texas to aid dealers in obtaining financing for building projects, has had to move to larger quarters.

Offices now are at 801 Scarbrough building in Austin. A fifth employee has been hired. According to Gene Ebersole, executive vice-president of LAT, lumber dealers drop by the offices every day to get information on how to get loans.

Meantime, after studying the organization and success of the Texas mortgage corporation, the Oklahoma Lumbermen's Assn. last month had underway a stock subscription drive for capitalization of the Lumbermen's Investment Corp. of Okla. Tulsa's Dale Carter is chairman of the finance committee.

Home-Financing Handbook Available

A new "Lumber Dealer's Handbook on Home Financing" has been prepared by the National Retail Lumber Dealers Assn. for its members. Copies of the handbook are available to members through NRLDA's 33 federated state and regional associations for \$1.00 each.

The handbook explains the various types of home-financing plans now offered by the Federal government. It gives complete, detailed explanations of FHA's Title I property improvement loans, Title II insured housing loans, and Veterans Administration guaranteed and insured loans.

Describing every individual step involved in obtaining the loans, the handbook reproduces each form which must be submitted to FHA or VA, shows by illustration how to fill out each major form, and explains the terms on which the various types of loans may be obtained.

The latest chapter available for the Dealer Operating Guide, which is a service of NRLDA for members of affiliated associations, is that entitled "Forms and Records." It describes and explains the common forms and

records used by lumber and building material retailers. Illustrated are a cash sales ticket, monthly statement, purchase order, and delivery ticket. All are forms now used effectively by dealers.

Former Owner Purchases Dependable Machine Co.

The Dependable Machine Co., Inc., Greensboro, N. C., has been sold to a group of local buyers, including the founder and former owner, John C. Inmon, and two former employees. A new corporation was formed

and these officers elected: Charles S. Routh, chairman of the board; Inmon, president; Charles G. Monett Jr., vice-president and secretary; S. W. Inmon, vice-president and treasurer.

Vice-President Monett announced that the company's policy will be to build only the highest quality wood-working machinery. He said the company has the largest backlog of orders in its 19-year history.

Knox Homes for S. A.

The Knox Corp., Thomson, Ga., makers of prefabricated homes, have



MANUFACTURERS AND WHOLESALERS
OF WINDOW UNITS

**build these plus-value
screens *yourself!***

UNI-TEMP
UNIFORM TEMPERATURE

**Aluminum
Screens**

**ADD BEAUTY
LONGER LIFE
LESS UPKEEP**

 CHANNELS
 CORNERS
 HARDWARE

Cut your Costs by buying materials and hardware direct from the manufacturer at mill prices

Speed your Deliveries of window units by coordinating screen and window production — on special as well as standard sizes

Reduce your Inventory by quickly producing all sizes of screens from a minimum stock of materials and parts — no need to carry large stocks of completed screens

Eliminate Delays caused by damaged or lost shipments

You take *all* the profits when you custom-build top quality Uni-Temp screens at about the cost of common wood screens. No big investment or skill required — use day labor and simple equipment.

Uni-Temp Service to you is FAST . . . COMPLETE
You can depend on fast shipment from our complete stocks of every item you need. We'll help you set up operations and train your employees, too. Write for details and 1955 Parts Catalog.

UNI-TEMP PRODUCTS, INC.
McPHERSON 1, KANSAS

Send me your 1955 Parts Catalog and details of your proposal. We are () are not () building aluminum screens at present.

NAME _____

ADDRESS _____

CITY AND STATE _____

MY HOMES ARE BUILT TO SELL!



says prominent builder, MARTIN BARTLING, chairman of the NAHB construction committee, chairman of the NAHB components conference. "The most important 'built-in' to put in a home is customer appeal . . . features that catch the eye and turn prospects into buyers. That's the big reason I use Veni-Flex Folding Doors in many of the homes I build. The decorative appeal of woven wood gives an extra touch to contemporary interiors, as well as affording more space by eliminating troublesome 'door swing'."

TO MEET BUILDER DEMAND FOR
'SELL' FEATURES . . . STOCK
BEAUTIFUL . . . VERSATILE . . . ECONOMICAL
VENI-FLEX
WOVEN WOOD FOLDING DOORS



Veni-Flex meets these important specifications:

- **DURABLE HARDWARE** . . . only folding door using brass roller hardware . . . smoother, more rugged for years of service.
- **HIGH QUALITY** . . . top-grade basswood slats and long-wearing seine twine.
- **EASY TO INSTALL** . . . cuts construction costs.
- **SPACE-SAVING** . . . eliminates "dead" corners, inaccessible closets.
- **DECORATIVE** . . . beautiful natural finish . . . custom colors available.
- **VERSATILE** . . . ideal for closures, room division, room separation, special effects.

WRITE TODAY FOR COMPLETE INFORMATION!
CONSOLIDATED GENERAL PRODUCTS, INC.

P. O. Box 74258, Houston 8, Texas
P. O. Box 9989, Waukegan, Wisc.

**CONSOLIDATED
GENERAL PRODUCTS, INC.**

announced plans to extend their operations to South America.

"Knox has been interested in housing in South America for some time," President Peter S. Knox Jr. stated. "We have had a representative visit Colombia over extended periods of time who has been negotiating with various governmental and private interests."

Until a Knox plant can be started in that country, Knox plans to export the units through a separate operation, known as the Export Division of Knox Corp.

Forecast Revolution in Bathroom Planning

The next five years, according to the Plumbing Fixture Manufacturers Assn., may see the greatest evolution in bathroom planning since the outdoor toilet was moved inside.

Bathrooms are being planned scientifically for an ever-increasing variety of functions. For example, there are 36-million washers and 3-million dryers in the country, but still most people do their washing the old-fashioned way — by hand in the bathroom. Progressive builders and architects are taking these facts into account in their designing.

Bathrooms are becoming larger to provide space for washing, hanging and storing things. Small, built-in dryers are on the way in for the convenience of millions of women who wash out "things" in the bathroom.

Cold, hard bathroom floors are being covered with washable carpeting and throw rugs which are much more comfortable to bare feet, especially after a warm bath.

Today, one-and-a-half and two-baths per home are becoming a minimum. And the rising popularity of dressing room-baths that encompass a variety of activities points the way towards the future home where private baths inevitably will become an integral part of every bedroom.



Snark of the Universe John Dolcater, 37372, was guest speaker at the Atlanta, Ga., Cats' Old Timers dinner June 23. Just back from a trip to England, he reviewed the many advantages offered by membership in the International order. . . . The June meeting for Dallas, Tex., Cats consisted of a picnic at Vickery Park, with wives and children. . . . The Panhandle Plains Club

they're NOW available

FOR PRE-FABRICATED HOME
"PACKAGES" AND ALL TYPES
OF HOME CONSTRUCTION

Louv-r-Pak ATTIC VENTILATORS

Louv-r-Pak attic ventilators can be installed in 5 minutes or less! They fit all builders' requirements. Louv-r-Pak ventilators come ready-to-hang. Ease of installation saves costly labor "down time." No cutting or fitting required. Louv-r-Pak attic ventilators are of rigid construction, made of top-quality galvanized iron. You'll be wise to investigate Louv-r-Pak attic ventilators!

- ✓ Check These Features
- ✓ Packaged . . . two to a package. Stores easily on job site
- ✓ 8-Mesh galvanized screen wire attached
- ✓ Quick availability . . . quick identification
- ✓ Ready to hang



The above typical Louv-r-Pak installation took only five minutes.

Here are the popular Louv-r-Pak sizes

SIZE	PITCH	SQ. FT. VENTILATING AREA	BASE OPENING
8" Base	2 1/2/12	3.333	100"
8" Base	2 1/2/12	4.215	212"
10" Base	2 1/2/12	5.205	124"
8" Base	3/12	4.000	100"
9" Base	3/12	5.060	212"
10" Base	3/12	6.250	124"
4" Base	4/12	1.333	50 1/2"
5" Base	4/12	2.083	62 1/2"
6" Base	4/12	3.000	74 1/2"
7" Base	4/12	4.083	86 1/2"
8" Base	4/12	5.333	98 1/2"
9" Base	4/12	6.750	110 1/2"
10" Base	4/12	8.333	122 1/2"
4" Base	5/12	1.666	50"
5" Base	5/12	2.604	62"
6" Base	5/12	3.750	74"
7" Base	5/12	5.104	86"
8" Base	5/12	6.666	98"
9" Base	5/12	8.437	110"
10" Base	5/12	10.41	122"
4" Base	6/12	2.000	50"
5" Base	6/12	3.125	62"
6" Base	6/12	4.500	74"
7" Base	6/12	6.125	86"
8" Base	6/12	8.000	98"
4" Base	7/12	2.333	50"
5" Base	7/12	3.645	62"
6" Base	8/12	2.666	50"
5" Base	8/12	4.166	62"

Other sizes available on request

For additional information and prices write or call

**Louv-r-Pak
COMPANY**
P. O. Box 1841-H.H. Fort Worth, Texas
Phone FOrtune 8671
DISTRIBUTORSHIPS STILL AVAILABLE IN SOME AREAS



Here's the one that WON'T SHRINK

This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.

Most dealers report:

"Our sales of Durham's Rock - Hard Water Putty keep doubling year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

The PLASTIC Repair Material in POWDER Form



Classified Advertising

Terms — Cash With Order

Minimum Charge \$5.00

RATES.

\$1.10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 5, Georgia

REPRESENTATIVES WANTED

Aluminum windows. Awning and horizontal glide types for new buildings. Reply to: Director of Sales, P. O. Box 1072, Youngstown, Ohio.

Aggressive representatives calling on hardware and building supply trade wanted by 17 year old manufacturer of aluminum moldings, store front material, etc. Complete line, competitively priced for sale direct to dealers. Several territories open. We protect representatives fully. Please outline present lines and areas covered. Reply to: Metal Trim, Inc., P. O. Box 1072, Youngstown, Ohio.

No. 8 also had a pleasant June outing — golf, dinner, and other refreshments at the Country Club in Plainview, Tex. . . . New officers of the Washington, D. C., club were installed recently. They include Joe Leckert, 45794, Arlington, Va., president; Harry L. Hanlein, 45465, Washington, vice-president; William E. Norman, Gaithersburg, Md., secretary, and Charles Blackburn, 56048, Washington, treasurer. . . . Most people living in Savannah, Ga., are now aware of the International Concatenated Order of Hoo-Hoo—thanks to the Industrial Arts Fair sponsored by the local Cats. This third annual fair was the biggest and best yet, with more than 200 projects entered in competitions for many prizes. Oertell Collins, 53926, Georgia deputy snark, reports that additional awards had to be made because there were so many excellent projects of wood made by Savannah boys. . . . In place of a June meeting, the Tampa, Fla., club held a ladies night party. After a cocktail hour and barbecued chicken dinner, 92 members and guests danced and enjoyed a pantomime expert. . . . Members of the Columbia, S. C., club got to see the Douglas fir plywood film, "Miracle of Wood" at a recent meeting.

Expect 500 at Hoo-Hoo Convention in Detroit

More than 500 members and their ladies of the International Concatenated Order of Hoo-Hoo are planning to attend the annual convention at the Statler Hotel in Detroit, Mich., September 12-16.

Local clubs are requested to bring an exhibit of material on their Hoo-Hoo meetings and activities, including pictures and bulletins. Uniform panels will be provided to present such material in the exhibition of "Hoo-Hoo in action."

A new Plymouth automobile will be given some lucky Hoo-Hoo attending the convention. Scores of other members are expected to take delivery of new cars while in the Motor City. A convention highlight will be a tour of the Chrysler factories and a luncheon with Chrysler as host.

Snark of the Universe John H. Dolcater, 37372, of Tampa, Fla., will preside over the convention business sessions. National, regional, and local officers will report on the year's work and future plans.

Detroit Hoo-Hoo Club No. 28 will be host to the '55 Hoo-Hoo convention. Thomas Osborne, 53376, is general chairman. James J. Byrne, 53869, is entertainment chairman. George B. Lowrie Jr., 53422, is program chairman.

C. R. (Dick) Ashton, 53424, is in charge of registration and reservations. Cats are urged to send them in immediately to be sure of good hotel rooms.

MONEY MAKERS
you should ask about!

Richkraft 65 FUNGI RESISTANT

The finest water vapor barrier for under concrete slab or for over crawl space where slab is not poured on the ground. Richkraft 65 is F. H. A. or V. A. accepted in lieu of felt membrane or 55 lb. roll roofing. Clean, fungi resistant, smooth Richkraft 65 with its non-sticky surface cuts labor at least two thirds. It comes in a full range of sizes up to 96 in.

Richkraft BUILDING PAPERS

Only Richkraft brings you a complete line of building papers which assure the use of the right paper for every job. There is Sheetrock for heavy duty, fully rain-waterproof, plasticized and reinforced, plain Kraft; Duplex 30, a low-cost duplex and last but not least: Black Sheathing Paper. With this line you have an answer to every problem.

Richflex

With Richflex you do a 4-way job: keep winter heat in, summer heat out, establish a moisture barrier and a cold air barrier.

Richflex turns back more than 75% of the heat rays striking it.

Richbead

Richbead metal corners eliminate banged up corners at doorways, arches, reveals and soffits. It serves in both new and existing homes and it can be had for either interior or outside corners. Richbead can be installed by anyone and makes great savings by eliminating casing and factory corners.

ANOTHER
Richkraft

PRODUCT

THE RICHKRAFT CO.
510 N. Dearborn Street
Chicago 10, Illinois

Gentlemen:

Please send me the full story on the Richkraft Line

NAME _____

ADDRESS _____

TOWN _____ ZONE _____ STATE _____

helpful literature

METAL LATH. AlAbAmA %" rib lath is pictured and described in a two-color consumer folder. Such advantages as extra rigidity, extra coverage, small mesh, and smooth lap are explained. Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

SHINGLE APPLICATION DATA. "Roof and Wall Shingling Made Easy" is a booklet offered by the Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash. It explains how to estimate the quantity of shingles to buy and how to determine the best exposure to use. Directions for proper application to roofs and walls are complete for types of nails to use to shoes to wear.

"FLOORING MATERIALS" is a non-technical circular that gives practical advice on selecting and caring for home floors. It is offered by the Small Homes Council, Dept. SBS, University of Illinois, Urbana, Ill.

ALUMINUM WINDOWS. Apco aluminum windows are the subject of a new catalog, which contains photographs of a variety of installations.

Special construction details are pictured and described, such as twin locks, spring tape balances, weatherstripping, muntins, extruded sections. Aluminum Products Co., Dept. SBS, 1901 Franklin Avenue, Houston 2, Tex.

RED CEDAR USES. The Western Red Cedar Lumber Assn., Dept. SBS, 4403 White-Henry-Stuart Building, Seattle 1, Wash., offers a new technical bulletin, "Interesting New Uses for Western Red Cedar Siding." On inside pages are photographs of attractive installations. The back cover features diagrams of application suggestions.

HOME WIRING HANDBOOK. The Westinghouse Electric Corp., Dept. SBS, Mansfield, Ohio, offers a new edition of its home wiring handbook, which conforms to the revised handbook of the Industry Committee on Interior Wiring Design and the 1953 National Electric Code. Numerous home wiring tables, charts, diagrams are included.

STAINLESS STEEL JALOUSIES. Louver Leader louver windows are

pictured in a consumer brochure. It tells how Louver Leaders last a lifetime, meet ventilation needs for every part of the home. Kiener Co., Dept. SBS, 1045 Richmond Street, Los Angeles 33, Calif.

GARAGE PLAN BOOK. The Strand Garage Door Division, Detroit Steel Products Co., Dept. SBS, 3227 Griffin Street, Detroit 11, Mich., offers a book of plans and material lists for 12 different garages. Construction blueprints for the home handyman are also available. This 35-cent plan book is offered to dealers for only 10 cents.

WINDOW CATALOG. "Window Shopping?" is a booklet that shows all models of Thorn metal double-hung, fixed sash, casement, and awning windows. It also discusses the advantages of various types and their placement in the home for best possible use. J. S. Thorn Co., Dept. SBS, 2028 Farrington Street, Dallas, Tex.

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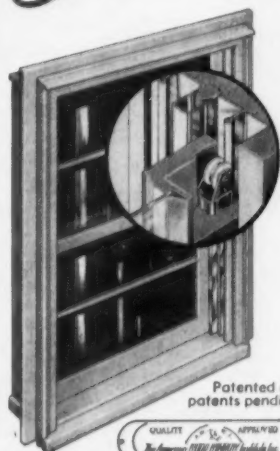
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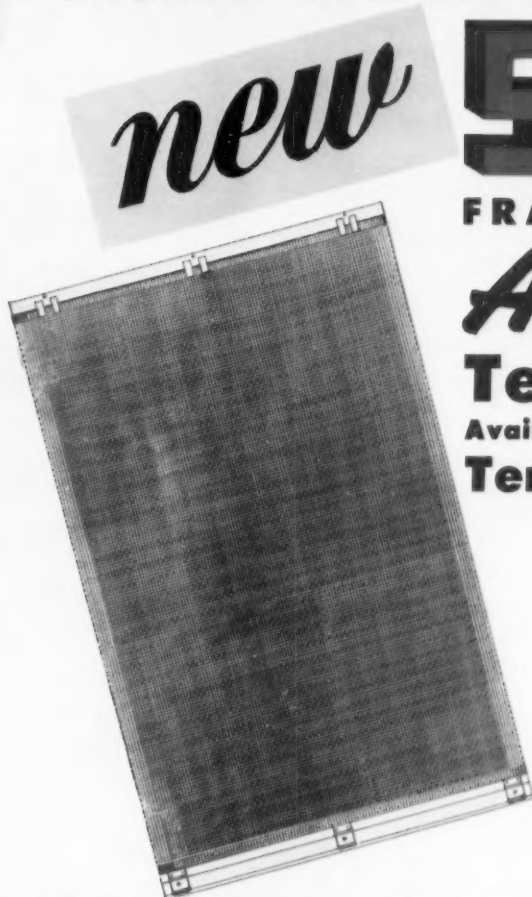
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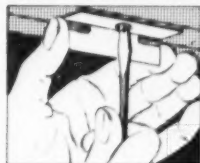
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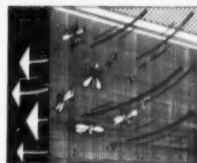
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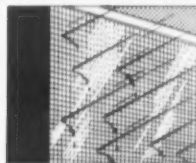
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